TECHNOLOGY

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

945 YEARBOOK NUMBER

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WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
... IOWA ...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
... SOUTHWEST ...	
KOB	ALBUQUERQUE
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Buster Brown Gang
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(does his own announcing)

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ADVERTISING AGENCY

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NOTE: Names listed in order of show's length of time on the networks.

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SOL TAISHOFF
Editor and Publisher

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●

EDITORIAL

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ORK: Bruce Robertson, *New York* Helen House.

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NGTON: Elsie Ewers, Dorothy

ADDRESSES

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RK: 250 Park Ave. PLaza 5-8355.
D: 360 N. Mich. Ave. CEntral 4115.
OOD: 1509 N. Vine St.
stone 7353.
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What it takes . . .

IT TAKES more than great stars, able producers, outstanding script writers, clever supporting casts, brilliant musicians, skillful commercial writers, to make great radio shows.

It takes mutual understanding and respect for each others' ability, so that each inspires the others to work towards the common goal of success.

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All Young & Rubicam joins our Radio Division in thanking the participants of the following programs for their great understanding and co-operation.

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The Borden Company

The G-E House Party
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Celanese Corporation of America

Hop Harrigan
General Foods Corporation

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General Foods Corporation

The Kate Smith Hour
General Foods Corporation

"Kate Smith Speaks"
General Foods Corporation

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The Molle Company

The New Adventures of Sherlock Holmes
Petri Wine Company

The Roy Rogers Show
The Goodyear Tire & Rubber Company

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Two On a Clue
General Foods Corporation

"We The People"
Gulf Oil Corporation

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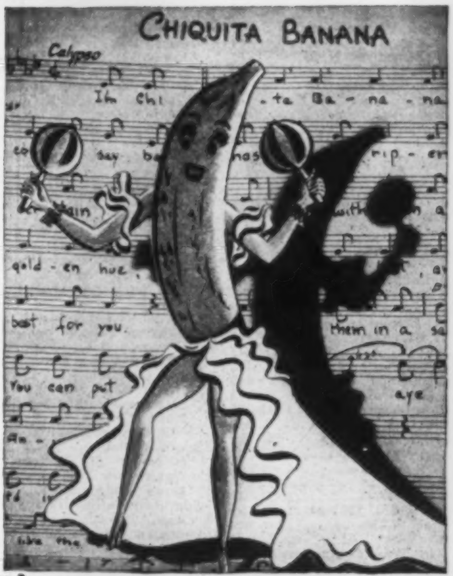
BBDO Newsletter

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising
NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

ALL RADIO SUCCESSES are not necessarily half-hour programs. Joseph C. Harsch presents "The Meaning of the News" every weekday evening in a 5-minute analysis for B. F. Goodrich. Ratings show an audience that many a half-hour show would enjoy.



"I'M CHIQUITA BANANA and I've come to say, Bananas have to ripen in a certain way!" Thus Chiquita, in her rhythmic Latin manner, tells housewives about the proper care of bananas. A new radio spot for United Fruit that makes a hit tune out of an educational story! Words and music by BBDO.

SAYS BILLIE BURKE, "I have the nicest sponsor. He just sits quietly in the kitchen all day long freezing." Miss Burke stars in the Saturday morning comedy for Servel refrigerators. Her commercial is one of the program's high-spots, as shown by the CBS program analyzer.

"WHAT PRODUCT IS ADVERTISED?" The Crossley reports show that during the last 3 months Armstrong's Theatre of Today brought more right answers—"Armstrong's Quaker Rugs"—than any other half-hour dramatic show in daytime radio. On CBS Network Saturdays, 12 noon. E.W.T.

CURRENT RATINGS show that Du Pont's Cavalcade of America outranks nineteen other radio programs which have a similar institutional job to do. Same show...same advertiser...same agency for 10 consecutive years. That's the record of Cavalcade!

TOWN CRIER rings in "America's Town Meeting of the Air." Reader's Digest now sponsors this famous forum because of people's need to hear both sides of vital issues at this critical time. Promotion includes advertising in 150 papers featuring comics, newspicture advertisements and page 1 "readers."

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For the Combination That Clicks in St. Louis

SEE PAGE 115

KSD is owned and operated by the ST. LOUIS POST-DISPATCH. Nationally Represented by Free & Peters, Inc.

A Stable of Hot Ones!

"TERRY & THE PIRATES"

for Quaker Puffed Wheat and Rice

"BILL STERN"

for Colgate Shave Creams

"THE MAN ON THE FARM"

SPOT. 46 STATIONS. 12 NOON SAT.

for Quaker Oats Poultry & Stock Feeds

"JUDY CANOVA"

for Halo Shampoo

"THE FAMILY FRIEND"

ONE MINUTE SPOTS. 258 STATIONS

for the Dr. W. B. Caldwell Division
Sterling Drug, Inc.

"OUCH"

ONE MINUTE SPOTS FOR CAMPHO-PHENIQUE,
COAST TO COAST

James F. Ballard Company

SHERMAN & MARQUETTE, INC.
CHICAGO · NEW YORK

Microphones at Work

Waste paper collected when WLS played Ottawa, Illinois provides relaxation for WLS comic Pat Buttram.

WLS
NINTH STREET THEATRE
WORLD PREMIERE
"NATIONAL BARN DANCE"
WITH RADIO & MOVIE STARS.

Our premiere of Paramount picture based on WLS National Barn Dance drew huge crowds.

Helen Joyce of WLS Feature Foods (center) in one of many WLS broadcasts from national political conventions.

in Midwest America

"We'll be there" is the phrase heard over four states and the huge city of Chicago, as WLS microphones bring direct to WLS listeners the important, the human, the profitable and new, 365 days a year. It *might be possible,* in this *entire* yearbook, to picture every WLS special broadcast of 1944. On this one page, we can only suggest a *very few* highlights of a busy year.

Basically, it is the WLS policy to cover *every* part of the vivid life in Midwest America; to bring our listeners *all the voices* that can teach or inspire, entertain or help. This policy, in practice more than twenty years, has built an audience for *your* sales manager; an audience that LISTENS and ACTS!

WLS microphones are at work in Midwest America. Put them to work for *YOU*. WLS GETS RESULTS!

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO 7

Part of crowd at Kewanee, Illinois, where WLS drew 7,500 to presentation of calf, Beulah (daughter of Borden's famous Elsie) to 4-H youth.

REPRESENTED BY JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

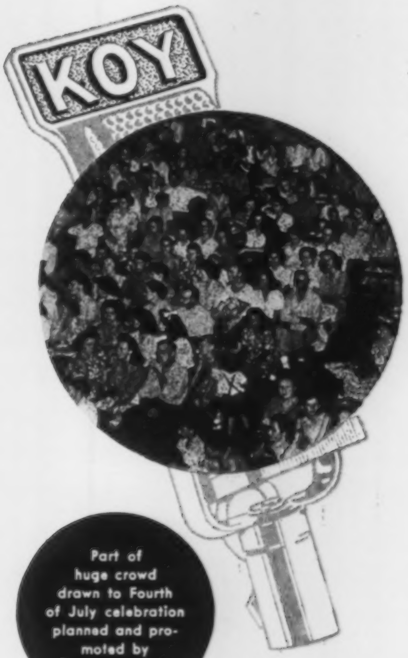
Microphones at Work

KTUC
USS TUCSON

KTUC Manager Lee Little "launches" U.S.S. Tucson (replica) in special broadcast.

KSUN
THE ARIZONA NETWORK

Roy Busey broadcast by direct wire to Arizona from the political conventions in Chicago.



Part of huge crowd drawn to Fourth of July celebration planned and promoted by KOY.

in Busy Arizona

Three *active* radio stations, making up *The Arizona Network*, carry the WLS policies into the west, roving Arizona from border to border, *doing things* to intensify *listener interest* and loyalty. In their respective communities, these stations, KOY, Phoenix; KTUC, Tucson; and KSUN, Bisbee-Lowell-Douglas, take the lead in devising and promoting civic events; local and state officials depend on them to publicize and "sell" every important campaign.

Paragraphs and pages could be packed with the simple listing of the many times Arizona network microphones have gone out of the studio to bring listeners the *living story* of some phase of Arizona life. The great Fourth of July celebration in Phoenix—the launching of the U.S.S. Tucson—the Phoenix Community Sings—these are *but a few* of the highlights of a year filled from January through December with vital radio activity; with *real service* from the three-station network that *covers* the growing *buying power* of Arizona.

The Arizona Network microphones are at work in Arizona. Put them to work for *YOU.*

The Arizona Network

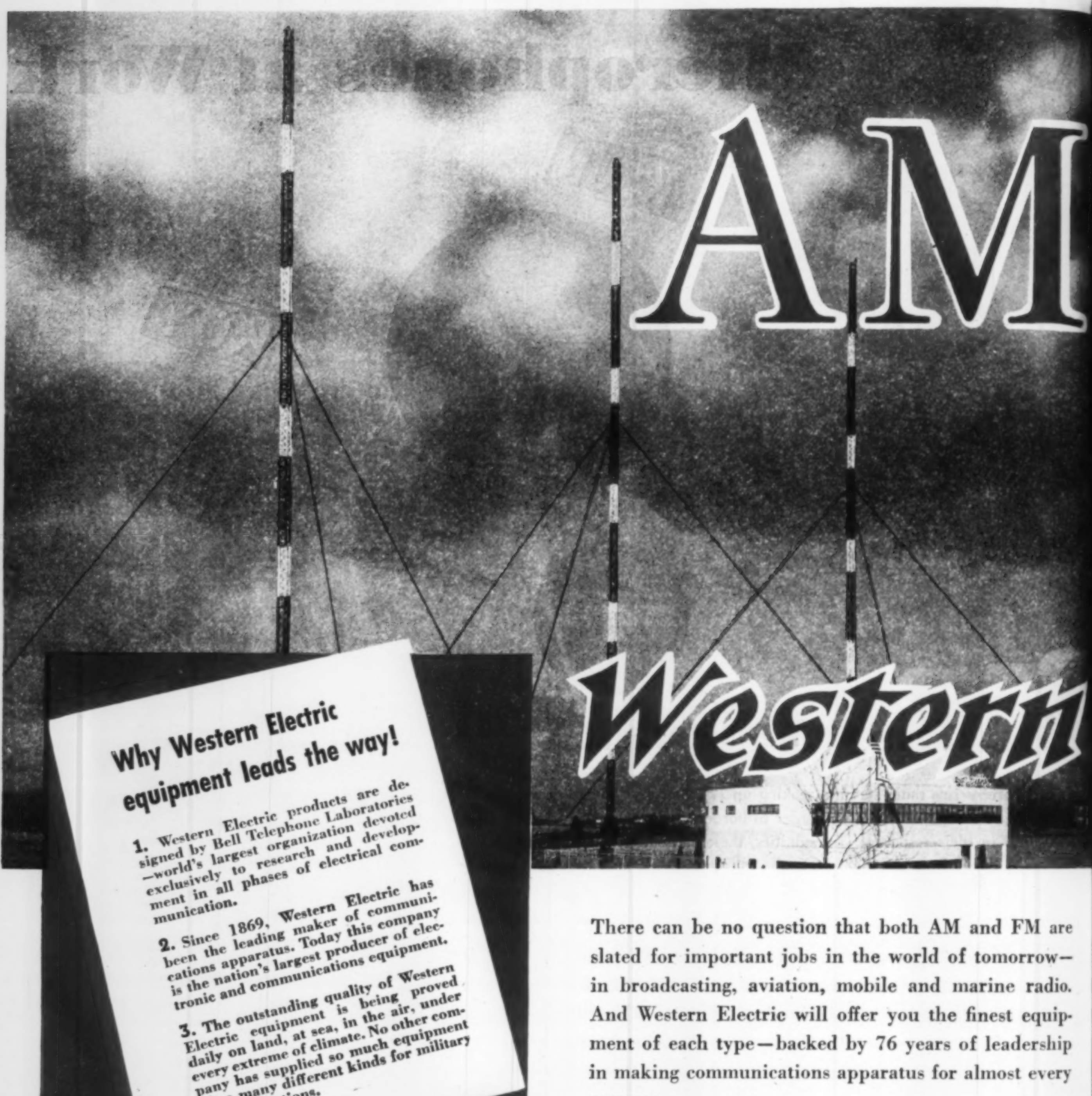
KSUN
Bisbee-Lowell
Carl Morris, Manager
1230 Kilocycles
250 Watts

KOY
PHOENIX
Al Johnson, Manager

550
KILOCYCLES
ALL STATIONS AFFILIATED WITH CBS

KTUC
TUCSON
Lee Little, Manager
1400 Kilocycles
250 Watts

MANAGEMENT AFFILIATED WITH **WLS**, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY



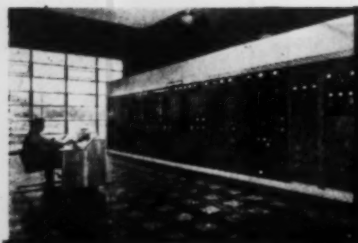
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories—world's largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

There can be no question that both AM and FM are slated for important jobs in the world of tomorrow—in broadcasting, aviation, mobile and marine radio. And Western Electric will offer you the finest equipment of each type—backed by 76 years of leadership in making communications apparatus for almost every purpose.



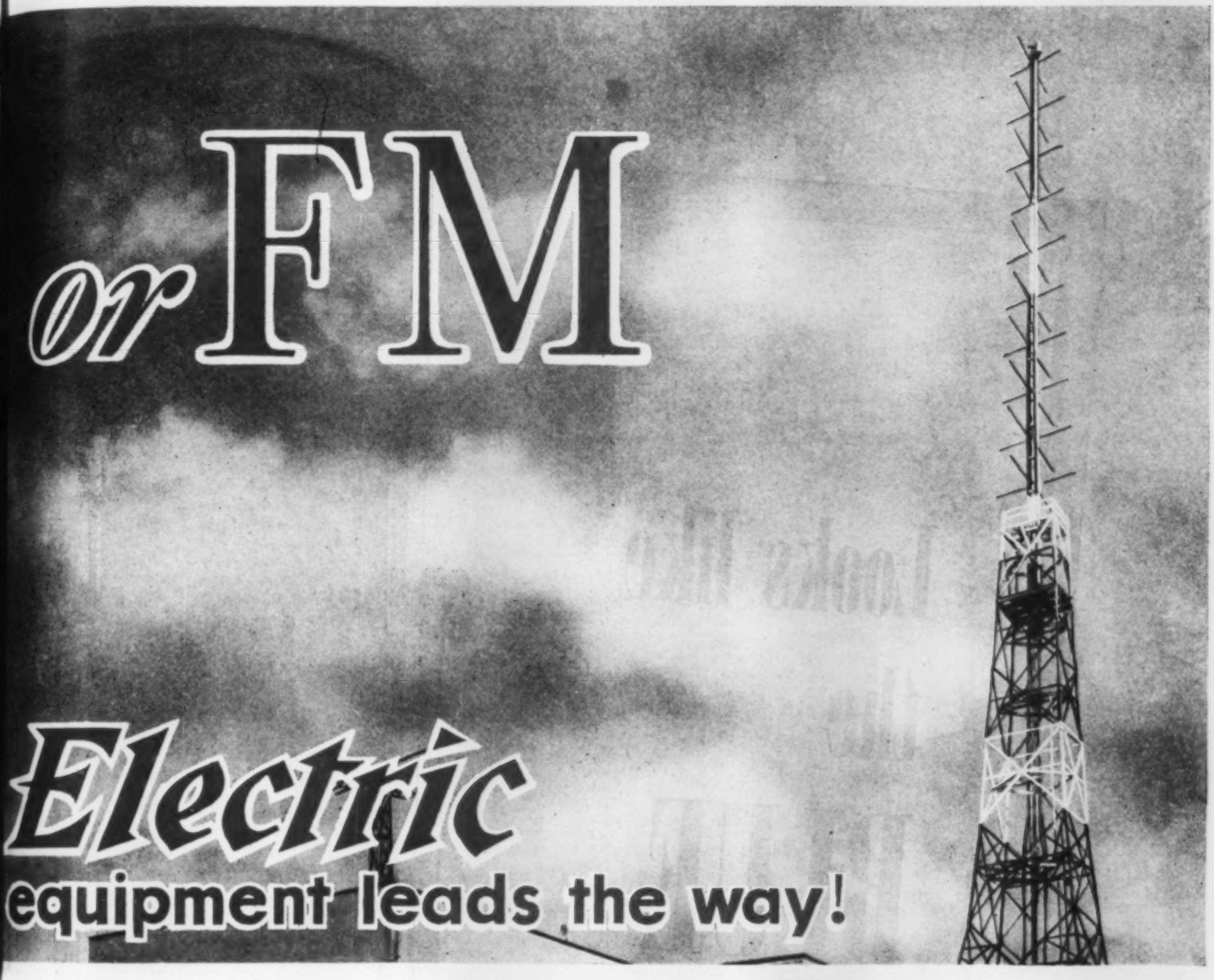
BROADCASTING

AVIATION RADIO

MOBILE RADIO

MARINE RADIO

Western Electric has specialized



As a result of intensified wartime research at Bell Telephone Laboratories, of improved manufacturing techniques and increased production facilities at Western Electric, many new things are now being produced which will have peacetime applications.

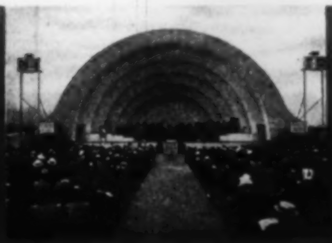
In the years of progress that lie ahead for radio, count on Western Electric to lead the way!

Western Electric

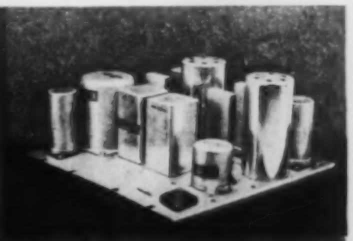
Graybar
Distributed by Graybar Electric Company

Buy all the War Bonds you can . . . and keep all you buy!

TELEVISION


SOUND SYSTEMS

ACOUSTIC INSTRUMENTS


COMPONENT PARTS

knowledge in all of these fields

Looks like
the
BLUE
is on
the way!

ere it is:

600 radio editors and columnists vote *six* ue Network Stars and Shows *first* place in *otion Picture Daily's* Annual Radio Poll.

. The Blue is the *only* one of the networks to how an *increase* over the number of first's won st year.

. Blue programs made this increase in spite of the fact that *fewer awards* were made this year—only 26 as against 33!

Awards are nice things to win. By themselves perhaps they don't prove so much. On the other hand, to win *more* awards while others are winning *less* would seem to prove that you're on the way.

And the Blue is going to keep right on going. *Not* getting old and set in its ways. *Not* losing its pep and drive and enthusiasm for new things. *Not* lying down in a comfortable radio rut. *Not* becoming smug or arrogant.

Because that's the kind of network the people of America want. And because that's the kind of network the *people* are going to want, that's the kind of network *advertisers* are going to want when once again the floodgates of merchandise are opened and competition goes into high gear.

Better keep your eye on the Blue!

EXTENDING CONGRATULATIONS TO 1944 RADIO POLL WINNERS!

MOST PROMISING STAR
ALAN YOUNG

BEST DAYTIME SHOW
BREAKFAST AT SARDI'S

BEST DANCE BAND
GUY LOMBARDO

BEST ANNOUNCER
MILTON CROSS

BEST COMMENTATOR
RAYMOND GRAM SWING

BEST INDIVIDUAL NEWS JOB
GEORGE HICKS

THIS IS THE *Blue* NETWORK

AMERICAN BROADCASTING COMPANY, INC.

WHEN YOU THINK OF A NUMBER
590
Means Coverage!

WOW lays down a 2½ millivolt signal within a 100-mile (or more) radius of Omaha. That is because WOW uses 5000 watts power on a nearly ideal frequency of 590 kilocycles. The chart below, based on computations by competent radio engineers, illustrates how much *more* power is needed to lay down a 2½ millivolt signal 100 miles at higher frequencies.

WOW	POWER IN WATTS 5,000 100,000 200,000 300,000 400,000
AT 590 KC.	NEEDS ONLY 5,000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES
AT *1100 KC.	90,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1300 KC.	190,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1500 KC.	420,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

IT'S A FACT - - -

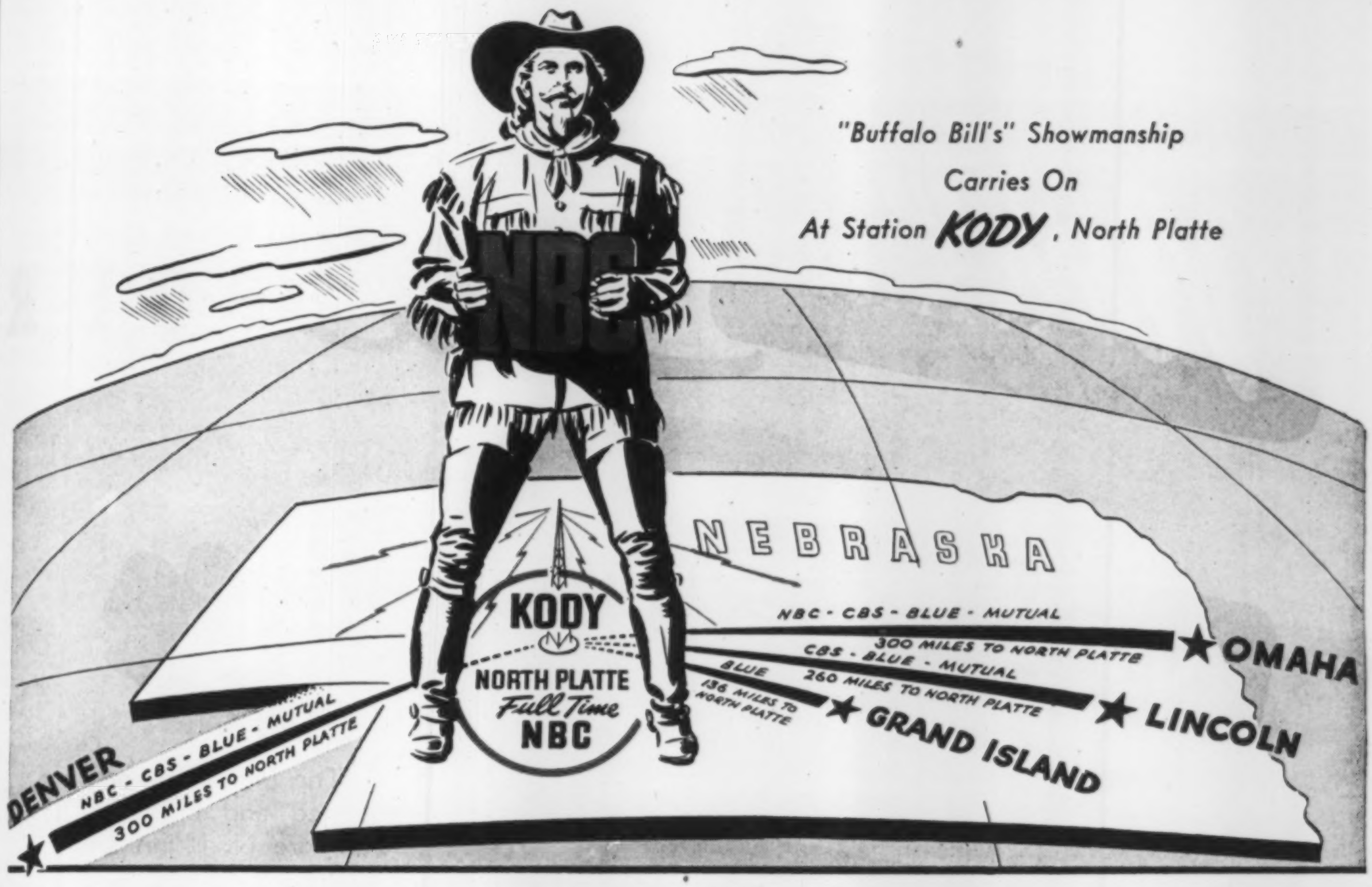
WOW is easily *heard* anywhere within a 100-mile radius of its transmitter—because WOW puts 5000 watts power on a *590-kc frequency.*

WOW is *listened to* because of its 21-year record of providing the best in radio, including basic NBC programs since 1927.

Those are two sound reasons why WOW can do your radio advertising job within a hundred miles PLUS of Omaha . . . ALONE!

*These are the approximate frequencies of other full-time stations in this area.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES


"Buffalo Bill's" Showmanship
Carries On
At Station KODY, North Platte
NBC
NEBRASKA
KODY
NORTH PLATTE
Full Time
NBC
NBC - CBS - BLUE - MUTUAL
300 MILES TO NORTH PLATTE
OMAHA
CBS - BLUE - MUTUAL
260 MILES TO NORTH PLATTE
LINCOLN
BLUE
136 MILES TO NORTH PLATTE
GRAND ISLAND
DENVER
NBC - CBS - BLUE - MUTUAL
300 MILES TO NORTH PLATTE

Station KODY Blankets An Important Market*

Adequately Served by No Other Station

When the celebrated "Buffalo Bill" Cody sought a permanent home he had his choice of all the rich land between the Big Muddy and the towering Rockies. He selected North Platte — just halfway between Omaha and Denver, at the confluence of the Platte Rivers— the richest spot he could find!

Today, on the site of Buffalo Bill's home ranch stands Station KODY, the new NBC outlet that serves 130,000 persons in West-Central Nebraska. Until five months ago, most listeners there could hear no daytime *network* radio. They heard evening network programs only irregularly as sky-wave signals from Denver, Lincoln, Omaha and other distant points permitted. Now they hear NBC programs day and night from their home station—KODY. And they like it. This situation already has attracted 102 advertisers† to KODY. There are still choice availabilities.

*THE NORTH PLATTE MARKET

Population: 131,115
Value of Livestock and Grain Sold in 1943: $93,700,000
Union Pacific's North Platte Payroll for 1943: $4,268,000
Retail Sales: $49,972,000

KODY *Showmanship*

Two daily broadcasts from famous North Platte Canteen . . . Associated Press . . . United Press and Chicago Daily News Foreign Service . . . Community Service and Special Events Programs Every Day.

IN FIVE MONTHS

†43 NBC ADVERTISERS . . . 12 National spot advertisers . . . and 47 local advertisers.

RADIO STATION
KODY
1240 KC
NORTH PLATTE
NEBRASKA
NBC

Owned and Operated by
RADIO STATION WOW, INC.
John J. Gillin, Jr., President
JOHN BLAIR & CO., REPRESENTATIVE

THE Nunn STATIONS

Sell FOUR

WLAP

LEXINGTON, KENTUCKY
J. E. Willis, Manager
MUTUAL
BLUE

WCMI

Studios: ASHLAND, KENTUCKY
HUNTINGTON, W. VA.
L. D. Newman, Manager
MUTUAL

WBIR

KNOXVILLE, TENNESSEE
John P. Hart, Manager
BLUE

KFDA

AMARILLO, TEXAS
Howard P. Roberson, Manager
BLUE

- The Nunn Stations are owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
- National Sales—John G. Ballard.
- Represented by the John E. Pearson Company . . New York, Chicago and Kansas City.
- Sanford Helt, Chief Engineer.

IMPORTANT MARKETS

OHIO
WCMI
KY
W. VA
WLAP
Lexington,
KY.
WBIR
Knoxville,
TENN.
KFDA
Amarillo,
TEXAS

YOUR SALES SOAR ON THE NUNN FOUR!

Whether it's in Lexington's Bluegrass . . . Amarillo—Northwest Texas . . . the Ashland, Kentucky-Huntington, West Virginia Tri-State area . . . or Knoxville, Tennessee—you will find the Nunn stations PRODUCE SALES! The knowledge gained through aggressive, intelligent operation of these foremost stations in four most important markets assures you of the utmost in promotion and merchandising.

SONOVOX
(the secret of the Lifebuoy foghorn, of the Bromo-Seltzer talking train, etc.)
NOW OFFERS A UNIQUE SERVICE
to a limited number of blue-ribbon
SECTIONAL ACCOUNTS
as well as to national advertisers
Jefferson Machamer

THANKS to a rapidly-increasing "library" of highly effective Sonovox transcriptions—developed for various sectional advertisers who do not advertise in many remaining markets—Wright-Sonovox can now offer a unique and invaluble service to other sectional advertisers in non-competitive areas.

Hooper ratings for network shows using Sonovox prove that Sonovox increases Sponsor Identification an average of 44%—hence increases the actual value of radio by such margins as to make the cost of Sonovox an almost negligible part of radio expense.

This new Sonovox service is entirely separate from our established service for national advertisers, but on exactly the same high level of quality. If you handle any truly blue-ribbon local or sectional radio accounts, we will be glad to send you full details, and arrange auditions. *Write!*

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., ***Exclusive National Representatives***

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg* Main 5667

BROADCASTING
and
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1945 YEARBOOK
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Broadcast Advertising In 1944

Including a 10-year Analysis, 1935-44

TABLE I

Radio Net Time Sales: 1943-1944

Class of business	1943[1]	% Total	1944 (Estimated)	% Total
National network	$100,051,718	44.1	$121,300,000	42.2
Regional network	4,593,967	2.0	6,200,000	2.2
National & regional non-network	59,352,170	26.0	75,000,000	26.3
Local	64,104,309	27.9	82,600,000	29.3
Total net time sales	$228,102,164	100.0	$285,100,000	100.0

[1] Source of 1943 statistics: FCC reports.

BROADCAST advertising in 1944 reflected the unprecedentedly high level of wartime prosperity experienced by the United States during the past year and reached a new all-time high of $285,100,000 net time sales, according to estimates based on preliminary information available at this time.[1] This marks a gain of 25.0% over 1943 as compared to a 19.6% increase during the 1942-43 period.

Net time sales represent gross billings less frequency and promotional discounts and therefore are the gross receipts of the industry from the sale of time. These receipts are before the deduction of agency commissions, which are considered an expense of sales.

Since time sales account for about 95% of the medium's total income, it is probable that the total receipts of the broadcasting industry during the past year were in the neighborhood of $300,000,000, although it is extremely difficult to estimate talent and miscellaneous receipts with any accuracy. If the approximately $50,000,000 which it is estimated advertisers spend directly for talent and programs are added to the above figure, the grand total of expenditures for radio advertising in 1944 should reach about $350,000,000.

Trends Within the Medium

Gains were general within all portions of the broadcasting medium during 1944, and in all cases were greater than during the preceding year. National network net time sales increased an estimated 21.2% as compared to a 19% increase during the preceding year. Network estimates are on the basis of gross receipts less certain duplications in network payments to stations as usually reported on the final FCC reports for a given year. Regional network advertising rose 34.9% during 1944, the largest gain in recent years.

National and regional nonnetwork (spot) advertising rose 26.3% during 1944. The 1944 gain in national and regional nonnetwork volume was materially greater than during the 1942-43 period when it rose but 16.4%.

Local broadcast advertising increased 28.7% above the preceding year's level as compared to an 18.7% rise in 1943. Newsprint limitations and increased retailer interest in radio undoubtedly were among the factors underlying the 1944 growth in local business. According to a sample survey of department stores made by the National Retail Dry Goods Assn. radio accounted for 8.1% of store advertising expenditures in 1944 as compared to 4.2% in 1943 while the proportion spent for newspaper advertising dropped from 85.9% to 82.6% during the same period.

Business by Class of Station

While limitations of data make complete estimates impossible, it would seem that all classes of stations shared substantially in the rise in radio advertising volume. National and regional nonnetwork advertising probably rose between 15% and 17% on clear channel stations of the 50 kw class with even heavier gains in the 5-20 kw group. Regional stations probably experienced a 30% gain in national and regional nonnetwork business while volume on local stations may have risen between 45% and 50%. These relative rates of increase, with local stations showing the greatest gains, reflect the approaching saturation of many of the major stations as well as the new rise in importance of defense centers away from prewar markets. It must be remembered, however, that slightly more than 75% of all national and regional nonnetwork volume is placed on clear channel and regional stations today, while local stations account for but 25% of the total.

Local radio advertising rose more or less uniformly throughout the various station classes, although local volume on clear channel stations seems to have increased more than 30%. However, more than three-quarters of all local volume is placed on regional and local stations.

Comparison with Other Media

General economic conditions today are so abnormal that comparison of trends among the major classes of advertising media are of little or no significance. Paper restrictions have completely distorted the magazine and newspaper situation. Moreover the pressure of demand for advertising space and time upon the more desirable units of the magazine, newspaper and radio fields, combined with the prosperous condition of most industries, has forced an expansion of advertising in the less desirable units which they may

EDITOR'S NOTE: This analysis of Broadcast Advertising—eleventh produced by BROADCASTING *for its Yearbook—follows the formula originally developed in collaboration with Dr. Herman S. Hettinger, noted economist and former associate professor of marketing of the U. of Pennsylvania.*

Official Count of U. S. Broadcasting Stations
(From records of FCC)

Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
*Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
**Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1938	721
Jan. 1, 1939	764
Jan. 1, 1940	814
Jan. 1, 1941	882
Jan. 1, 1942	923
Jan. 1, 1943	917
Jan. 1, 1944	912
Jan. 1, 1945	†943

** Federal Radio Commission takes over regulation from Dept. of Commerce.*

*** Federal Communications Commission replaced Federal Radio Commission July 11, 1934.*

† 730 stations affiliated with 4 major networks as follows: Blue—194; CBS — 143; MBS — 244; NBC—149.

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[1] Net time sales estimates have been based primarily on information for representative stations, together with information secured for certain networks.

or may not be able to hold entirely once reasonably normal competitive conditions are restored.

According to Publishers' Information Bureau reports, gross billings of magazines for advertising space increased 18% in 1944 in spite of paper quotas 75% of 1942 consumption. The greatest gains were made in the *special* group—home, travel, sport and similar magazines — where volume increased 34%. The 12% gain in weekly magazine advertising reflected the paper situation. Advertising in women's and in general magazines rose 26% during the year.

Newspaper linage was conditioned by paper problems as indicated by Media Records' 52-city report. Newspaper advertising linage declined 2.5% during the year. Retail linage dropped off 1.6% and department store linage 6.2%. Automotive volume declined 2.7% and total display advertising 0.9%. The only gains recorded were in general advertising (product advertising) which rose 1.4% and financial advertising, which increased 3.4%.

Radio Gross Billings

Estimated gross billings for radio advertising during 1944 were about $391,900,000. Since gross billings represent radio advertising volume at the one-time card rate, they are of some limited value in comparing volume among media. However, since discount structures vary materially among media, such comparisons by no means accurately reflect respective media trends. Estimated radio gross billings are set forth in Tables II and III.

TABLE II

Estimated Gross Billings: 1944

Class of business	Estimated gross billings
National network..........	$190,677,076 [1]
Regional network..........	7,500,000
National & regional non-network............	93,000,000
Local....................	100,700,000
Total estimated gross billings	$391,877,076

[1] Publisher's Information Bureau.

TABLE III

Estimated Radio Gross Billings: 1927-1944

(000's omitted)

Year	National network	Others	Total
1927.......	$3,833	$987	$4,820
1928.......	10,227	3,873	14,100
1929.......	19,196	7,604	26,800
1930.......	27,694	12,806	40,500
1931.......	37,502	18,498	56,000
1932.......	39,107	22,793	61,900
1933.......	31,516	25,484	57,000
1934.......	42,659	30,228	72,887
1935.......	49,315	38,209	87,524
1936.......	59,671	47,880	107,551
1937.......	68,828	75,314	144,142
1938.......	71,728	78,390	150,118
1939.......	83,114	88,000	171,114
1940.......	96,456	111,500	207,956
1941.......	106,900	130,700	237,600
1942.......	118,200	136,600	254,800
1943.......	151,791	155,400	307,191
1944.......	190,677	201,200	391,877

TABLE IV

National Network Gross Billings by Product Groups: 1943-1944*

Product group	Gross billings 1943	% Total	Gross billings 1944	% Total
1 Automobiles & accessories...........	$7,352,267	4.8	$9,554,665	5.0
2. Building materials................	2,465,464	1.6	3,115,404	1.7
3. Cigars, cigarettes & tobacco.........	19,075,006	12.6	19,363,196	10.1
4. Clothing & drygoods................	1,150,749	0.7	1,342,202	0.7
5. Confectionery & soft drinks..........	8,368,312	5.5	10,281,200	5.4
6. Drugs & toilet goods................	43,706,407	28.7	53,236,498	27.9
7. Financial & insurance..............	1,041,972	0.7	2,109,901	1.1
8. Foods & food beverages.............	33,559,737	22.1	42,567,410	22.4
9. Garden & field......................	....	....	19,112	1.3
10. Household & furnishings............	1,365,556	0.9	2,391,824	
11. Jewelry & silverware...............	692,387	0.5	1,380,692	0.8
12. Lubricants, fuel, etc..............	7,020,615	4.6	7,652,746	4.0
13 Machinery, farm equipment, etc......	62,910	0.1	767,642	0.4
14. Paints & hardware..................	159,649		1,083,148	0.6
15. Radios, phonographs, etc...........	2,457,532	1.5	3,743,882	1.9
16 Shoes & leather goods...............	187,730	0.1	515,916	0.2
17. Laundry soaps & household supplies..	11,572,812	7.6	12,260,429	6.4
18. Sporting goods.....................	422,827	0.3	656,040	0.3
19 Stationery & publishers.............	2,488,713	1.6	5,248,874	2.7
20 Travel & hotels......................	8,424	1.4	339,631	0.2
21. Beer & wines........................	2,239,899		2,699,168	1.4
22. Miscellaneous......................	7,245,269	4.7	10,347,496	5.5
Total..............................	$152,643,877	100.0	$190,677,076	100.0

* Source: Publishers' Information Bureau.

Network Advertising By Class of Product

According to data gathered by Publishers' Information Bureau (Table IV) increases in national network gross billings were general throughout the different product classes. There were no decreases, although several product groups registered only small gains as compared to the preceding year's level. Principal among these were the cigarette, cigar and tobacco classification which increased only 1.6% over 1943; laundry soaps and household supplies, which rose 5.9% and lubricants and fuel, which increased 8.2%.

On the other hand, the trend toward greater diversification of network sponsorship, particularly noticeable during the past two years, gained increased momentum in 1944. A great deal of this diversification came from two classes of products: (1) luxury items and (2) products advertised institutionally in anticipation of postwar buying.

In the first category, jewelry and silverware advertising nearly doubled in volume, sporting goods volume rose 55.1%, travel advertising increased from $8,424 in 1943 to $339,631 in 1944, amusement advertising quadrupled, and wine and beer advertising rose 20.5%. Shoe advertising tripled, mainly due to increased volume in women's and children's shoes.

Anticipation of postwar buying is indicated in the following increased use of network advertising by specific product classes: automotive 30.0%, mainly in the tire and accessory groups; building materials, 26.0%; house furnishings, especially kitchen equipment and general furnishings, 74.7%; farm machinery, a more than ten-fold increase; paints and hardware, especially paints, a rise from $159,649 in 1943 to $1,083,148 in 1944; and radios, etc., 52.2%.

Clothing advertising increased 13.5%, confectionery and soft drink volume, 22.7%; drugs and cosmetics, 21.8% and food products, 26.8%.

Broadcast Advertising: 1935-1944

The year of 1944 marks the tenth for which comprehensive information has been available for the business of broadcasting. During these 10 years broadcast advertising has grown tremendously, both during the period of recovery from the depression of the '30's and during the recent wartime years through the BROADCASTING YEARBOOK annual compilations. An examination of the trends in broadcasting during the period, therefore, points up both its present status and its likely future course.

Broadcast advertising net time sales have increased approximately three and three-quarter times since 1935—from $79,617,543 in 1935 to an estimated $285,100,000 in 1944 (Table V). National network volume has more than tripled while local radio advertising has experienced a slightly less than three-fold increase. National and regional nonnetwork advertising, which first gathered momentum in 1933 and 1934, rose during the period to more than five times its 1935 level—from $13,805,200 in 1935 to an estimated $75,000,000 in 1944. Until quite recently, local advertising has continued to be the laggard and only the recent war years have slightly reversed this trend.

During the entire period, broadcast advertising has only experienced one minor recession. This was in 1938 when generally curtailed business activity was reflected in a slight decline in network revenues and in a drop of about $3,000,000 in local radio advertising.

The war years showed a spotty rate of development with a marked increase in 1943 and 1944. This is indicated in the following percentages of increase from the preceding year for net time sales as a whole: 1940, 19.7%; 1941, 13.3%; 1942, 6.6%; 1943, 19.6% and 1944, an estimated 25.0%.

During the period 1939-1944 gains were fairly general throughout the medium. National network volume approximately doubled—from $62,621,689 to an estimated $121,300,000 in 1944. National and regional nonnetwork advertising rose from $30,030,563 in 1939 to an estimated $75,000,000, or about two and one-half times the 1939 level. Local broadcast advertising slightly better than doubled, rising from $37,315,774 in 1939 to an estimated $82,000,000 in 1944.

Trend in Station Revenues

Station revenues are available on a geographical or class-of-station basis only for the period 1935-1943, but even these statistics are revealing.

It is apparent from an examination of the relative increase in broadcast advertising net time sales by states that throughout the entire period, and especially since the war, there has been an ever wider dissemination of the broadcast advertising dollar. The greatest gains in dollar volume almost invariably have come in those states and major geographic areas in which radio advertising had developed most slowly during the early years of the industry, or else, more recently, in those parts of the country whose economic expansion has been particularly accelerated by wartime conditions.

Thus over the nine-year period 1935-1943, the greatest gains were registered in the South. Radio advertising volume in the South Atlantic States increased 351.8%; 431.5% in the East South Central States; and 251.9% in the West South Central States. Gains since 1939 have been particularly heavy in these same areas.

On the other hand, relative gains have been less than average in the areas wherein broadcasting first became firmly established—New England, the Middle Atlantic States, the East North Central States and the Pacific Coast. The net result is that the economic base of the broadcasting industry has been materially broadened

(*Continued on page 22*)

TABLE V

Radio Net Time Sales: 1935-1944

Year	National network	Regional network	National & regional non-network	Local	Total
1935............	$39,737,867 [1]	.... [1]	$13,805,200	$26,074,476	$79,617,543
1936............	.... [2]	....	....	....	....
1937............	56,192,396	2,854,047	23,117,136	35,745,394	117,908,973
1938............	56,612,925	.... [2]	28,109,185	32,657,349	117,379,459
1939............	62,621,689	....	30,030,563	37,315,774	129,968,026
1940............	71,919,428	1,869,583	37,140,444	44,756,792	155,686,247
1941............	79,621,534	2,752,073	45,681,959	51,697,651	179,753,217
1942............	84,383,571	2,631,788	51,059,159	53,898,916	191,973,434
1943............	100,051,718	4,593,967	59,352,170	64,104,309	228,102,164
1944 (Estimated)	121,300,000	6,200,000	75,000,000	82,600,000	285,100,000

Source: 1935 Census of Business; 1937-1943, FCC Reports.

[1] National and regional networks combined.

[2] No data available.

"From the sublime...

Fritz Kreisler made his radio debut July 17, 1944 on "The Telephone Hour"

...to the ridiculous"

Don Prindle and Wendell Niles open a wonderful, wacky new show for Hires

Ayer radio exhibits a pleasing change of pace . . . a practical slant on the business of entertainment, gratifying to clients, talent, and the public. Yep—it gets results!

N. W. AYER & SON, INC. 30 ROCKEFELLER PLAZA. NEW YORK

TABLE VI

Average Sale of Station Time: 1937-1939-1943

Class of station	Net time sales 1937	1939	1943
Clear channe'			
50 kw unlimited	$837,769	$819,853	$1,032,730
50 kw part time	459,451	439,559	708,758
5-25 kw unlimited	275,163	238,881	300,232
5-25 kw part time	142,226	125,479	208,926
Regional			
Unlimited	175,731	182,225	262,400
Part-time	91,964	128,532	139,594
Local			
Unlimited	41,711	56,229	74,960
Part-time	26,521	45,280	44,949

and strengthened during the period under analysis.

The same tendency toward greater spread of the broadcast advertising dollar is noted upon examination of average net times sales of different classes of stations. But here a note of caution is indicated. (Table VI). Unfortunately, comparable figures are not available for 1935 so that the principal comparison must be for later years. It will be noted that the percentage increase of average station revenues is considerably smaller than is the increase for the medium as a whole or for individual states. The reason, of course, is that during the period the number of stations has been expanding. New stations do not build up to large revenues at once and thus pull down the general average. However, the fact that the average has increased as much as it has for principal classes of stations is in itself an encouraging factor. From 1939 to 1943 average net time sales of 50 kw clear channel stations increased 28.4%; 61.1% for 50 kw parttime clear channel stations; 23.3% for unlimited time regional stations and 33.8% for unlimited local stations.

Network Advertising: 1935-1944

National network gross billings increased 66% during the period 1935-1939. Most of the increase came in the convenience goods field in which networks had been showing increasing strength for some years. Cigarette and tobacco advertising rose 66% from 1935 to 1939, confectionery and soft drink volume doubled, drug and cosmetic advertising increased 36.4%, soap and kitchen supply volume increased three and one-half times, and beer and wine advertising rose from about $9,000 to $2,699,500.

However, during the same period marked declines occurred in several fields: automotive, 58%; clothing, 45%; paints and hardware, 50%; and radios, 20%.

The war years of 1939 to 1944, however, have greatly stimulated a widening use of network advertising by various kinds of products. The use of network advertising has been accelerated on the part of some well-established industries such as foods, drugs and cosmetics, confectionery and soft drinks. On the other hand, there has been less than average growth on the part of industries such as laundry soaps and tobacco products. Finally, there has been a great expansion in luxury goods network advertising and in advertising by the manufacturers of products who view postwar products with particular interest or optimism.

These trends are indicated by the following increases in network gross billings on the part of various product groups during the period 1939-1944: automotive, 191.9%; building materials, $176,000 in 1939 and $3,115,404 in 1944; clothing, a four-fold increase since 1939; confectionery and soft drink advertising, a four-fold increase; financial and insurance, double 1939 volume; household equipment and furnishings, quadrupled; paints and hardware supplies, a four-fold increase since 1939; beer and wines, $9,744 in 1939 and $2,699,496 in 1944; jewelry (including watches), $235,000 in 1939 and $1,380,692 in 1944; radios and phonographs, tripled since 1939.

Looking at the 10-year period as a whole, significant changes are to be noted. Whereas in 1935 the advertising of convenience goods such as cigarettes, drugs, cosmetics, food products and gasoline and oil, amounted to nearly 90% of network volume and to 87.6% in 1939, in 1944 advertising by these classes of products accounted for but 70.8% of network gross billings.

Increases in principal classes of network advertising since 1935 are as follows: *Automotive*, up 22.8% after a 58% decline in 1939; *building materials*, no significant volume in 1935, $3,115,404 in 1944; *tobacco products*, increase of 348.7% since 1935; *clothing*, gain of 194.4%; *confectionery and soft drinks*, an increase of nearly 10 times in volume; *drugs and cosmetics*, a three-fold increase; *financial and insurance*, volume quadrupled; *food products*, increase of 125%; *household equipment*, quadrupled; *jewelry*, no significant amount in 1935, $1,380,692 in 1944; lubricants, etc., 80% gain; *paints and hardware*, no significant volume in 1935, $1,083,000 in 1944; *radio sets* and *phonographs*, tripled in volume; *shoes*, no significant volume in 1935, $516,000 in 1944; *laundry soaps and kitchen supplies*, more than quadrupled; *beer and wines*, no significant volume in 1935, $2,699,496 in 1944.

THE DANNY KAYE SHOW *with* HARRY JAMES *and his* MUSIC MAKERS
PABST BREWING COMPANY
PABST BLUE RIBBON BEER

"The Metropolitan Opera Presents"
THE SHERWIN-WILLIAMS COMPANY . . . *PAINTS*

Guy Lombardo and his Royal Canadians
LARUS & BROTHER CO., INC. . . . *CHELSEA CIGARETTES AND EDGEWORTH PIPE TOBACCO*

TANGEE "SERENADE"
WITH SAMMY KAYE
GEORGE W. LUFT COMPANY
BLUE NETWORK

TANGEE "VARIETIES" *with*
Sammy Kaye, Paul Winchell and Jerry Mahoney
. . . TANGEE COSMETICS
MUTUAL NETWORK

With All Good Wishes for the New Year
WARWICK & LEGLER, INC.
NEW YORK CITY, N.Y.
HOLLYWOOD, CALIFORNIA

air-time: I YEAR

The CBS World News Studio in the forenoon of D-Day, June 6, 1944. Left to right: Ned Calmer, Correspondent and Analyst; Jesse Zousmer, Night News Editor; Bob Trout, Correspondent and Analyst; Quentin Reynolds (broadcasting), News Analyst; Major George Fielding Eliot, Military Analyst; foreground, back to camera, Joseph King, News Reporter. During D-Day CBS broadcast 15 hours 52 minutes of news of the Allied Invasion of Normandy

Between December 7, 1941 and December 7, 1944 there passed 1096 days.

During that period CBS broadcast a total of over 8686 hours, or *361 days 22 hours,* telling the American people how the war was being faced and fought, and how best they could help win it.

That adds up to almost one total year of the three elapsed.

During that relentless outpouring of war-information, 46,052 separate CBS broadcasts, short, medium and long, offered 56,667 distinct ideas touching the progress of the war and the best way to move forward toward victory.

Of these 46,052 broadcasts, 25,891 were offered on commercial programs by patriotic CBS advertisers. The balance—some 20,161—were broadcast as CBS sustaining programs.

Victory is not yet. It is more visible today than it was Pearl Harbor Day. But we do not know, we do not guess, when it will come. Only one thing we know—that until the eagle perches on our standards for good, we shall not relax the volume and frequency, nor reduce the quality, of the war-broadcasting in which all of 147 CBS stations have played their becoming parts.

Thus radio, as the strongest young arm of the American system of distributing ideas about goods, has proven that it can distribute equally tangible ideas about citizenship. The hard experience of war has seasoned and tempered radio for the challenge of its responsibilities and powers in insuring the peace. Radio will take up that challenge with energy and humility—and without fear.

* Let the record note, too, that these totals here reported do not include the truly uncountable number of war-broadcasts sponsored by local advertisers on the 147 CBS stations, nor the sustaining war-programs originated by those stations themselves.

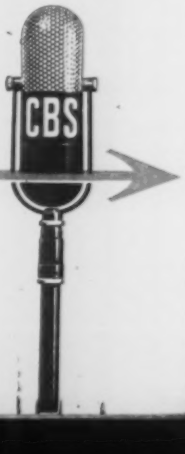
The Roll Call of CBS War Advertisers:

Admiral Corporation
Allegheny-Ludlum Steel Corp.
American Home Products Corp.
American Oil Company
American Tobacco Company
Anchor-Hocking Glass Corp.
Armour & Co.
Armstrong Cork Company
P. Ballantine & Sons
Ballard & Ballard Co.
Bank of America National Trust & Savings Association
Barbasol Company
Herman Basch & Company
Bekins Van & Storage Company
Ben Hur Products, Inc.
Bourjois, Inc.
Bowey's Inc.
W. Atlee Burpee Company
California Prune & Apricot Growers Assn.
Campana Sales Corp.
Campbell Soup Co.
Celanese Corp. of America
Chemicals, Inc.
Chesebrough Mfg. Co.
Chrysler Corp.
Coca-Cola Co.
Coldstream Products Co.
Colgate-Palmolive-Peet Co.
Colonial Dames, Inc.
Consolidated Royal Chemical Co. Inc.
Continental Baking Co.
Corn Products Refining Co.
Cream of Wheat Corp.
Cresta Blanca Wine Co.
Cudahy Packing Co.
Curtiss Candy Co.
Day & Night Mfg. Co.
Dwight Edwards Co.
Electric Companies Advertising Program
Elgin National Watch Co.
Emerson Drug Co.
Englander Co.
Eversharp, Inc.
"42" Products, Inc.
Gallenkamp Stores Co.
General Electric Co.
General Foods Corp.
General Mills, Inc.
Gillette Safety Razor Co.
B. F. Goodrich Co.
Goodyear Tire & Rubber Co. Inc.
Grove Laboratories, Inc.
Gulf Oil Corp.
Hoffman Radio Corp.
Hudson Coal Co.
Hunt Bros. Packing Co.
International Silver Co.
Jantzen Knitting Mills
Andrew Jergens Co.
Johns-Manville Corp.
Johnson & Johnson
Johnstone Drug Sales Corp.
Kay Jewelry Co.
Lady Esther, Ltd.
Lamont, Corliss & Co.
Lever Bros. Co.
Lewis-Howe Co.
Liggett & Myers Tobacco Co.
Lockheed Aircraft Corp.
P. Lorillard Co.
Los Angeles Soap Co.
Manhattan Soap Co.

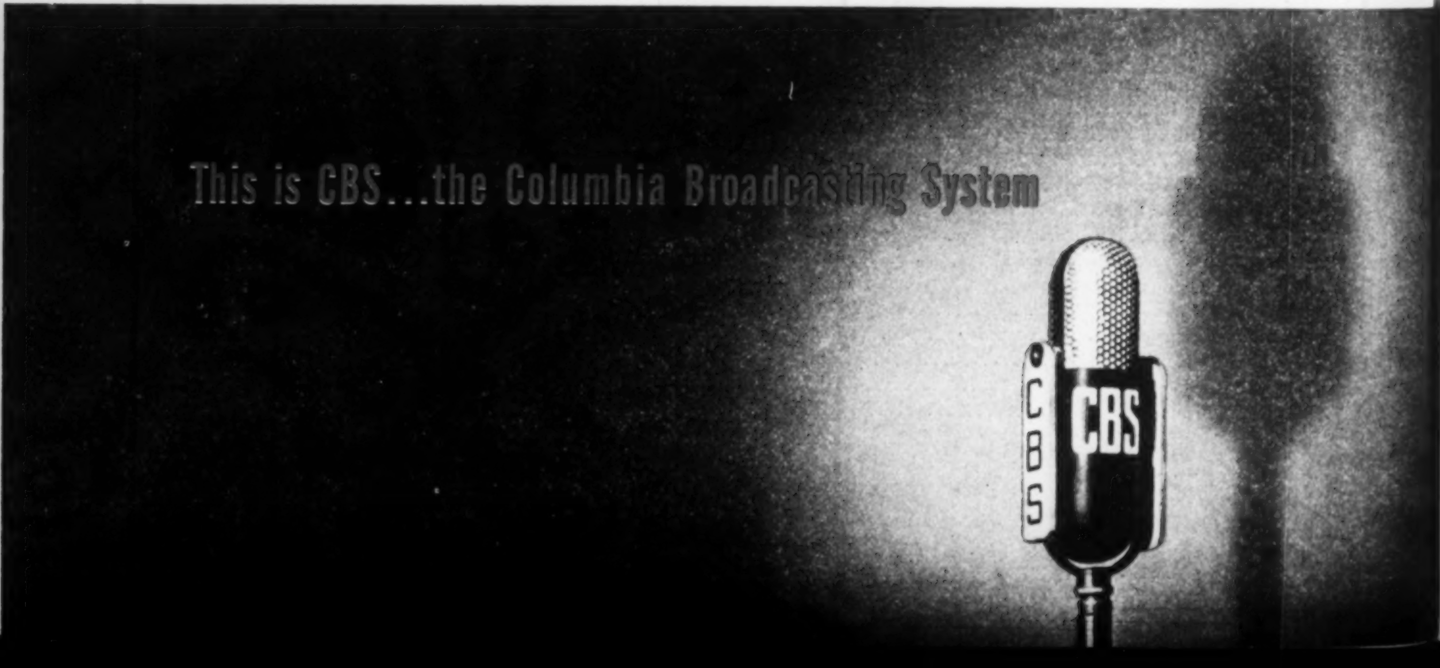
Maryland Pharmaceutical Co.
Mennen Co.
Miles California Co.
Minneapolis-Honeywell Regulator Co.
John Morrell & Co.
C. F. Mueller Co.
McKesson & Robbins, Inc.
Noxema Chemical Co.
Owens-Illinois Glass Co.
Pabst Sales Co.
Pacific Coast Borax Co.
Pacific Greyhound Lines, Inc.
Packard Bell Co.
Parker Pen Co.
Peter Paul, Inc.
Pet Milk Sales Co.
Philco Corp.
Philip Morris & Co. Ltd. Inc.
Pillsbury Mills, Inc.
Planters Nut & Chocolate Co.
Plough, Inc.
Procter & Gamble Co.
Prudential Insurance Co.
Quaker Oats Co.
R. J. Reynolds Tobacco Co.
Richfield Oil Corp.
Roma Wine Co.
Schenley Import Corp.
Schutter Candy Co.
Seal-Cote Company
Servel, Inc.
Signal Oil Co.
Socony Vacuum Oil Co. Inc.
Soil-Off Mfg. Co.
Southern Cotton Oil Co.
E. R. Squibb & Sons
Standard Brands, Inc.
Sterling Drug, Inc.
Stulz Sickles Co.
Joseph Tetley & Co. Inc.
Texas Company
Union Ice Co.
United Air Lines Transport Corp.
U.S. Rubber Co.
U.S. Tobacco Co.
Vick Chemical Co.
Washington Cooperative Egg & Poultry Assn.
Welch Grape Juice Co.
Western Sugar Refinery
J. B. Williams Co.
Wilshire Oil Co.
Wm. Wrigley Jr. Co.
Yellow Cab Co.

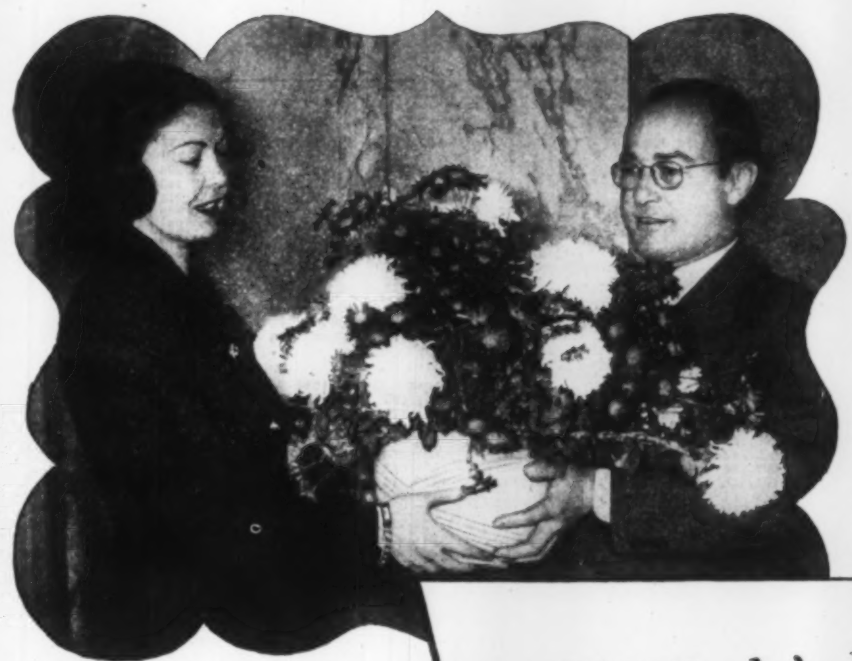
The Roll Call of the CBS Regiment:

Akron, Ohio	WADC
Albany, Ga.	WGPC
Albany, New York	WOKO
Albuquerque, New Mexico	KGGM
Anderson, S. C.	WAIM
Asheville, N. C.	WWNC
Athens, Ga.	WGAU
Atlantic City, N. J.	WBAB
Atlanta, Ga.	WGST
Augusta, Ga.	WRDW
Austin, Texas	KTBC
Baltimore, Md.	WCAO
Bangor, Maine	WABI
Beckley, W. Va.	WJLS
Binghampton, N.Y.	WNBF
Birmingham, Ala.	WAPI
Bisbee, Arizona	KSUN
Boston, Mass.	WEEI
Buffalo, N.Y.	WKBW
Burlington, Vt.	WCAX
Cedar City, Utah	KSUB
Cedar Rapids, Iowa	WMT
Champaign, Ill.	WDWS
Charleston, S. C.	WCSC
Charleston, W. Va.	WCHS
Charlotte, N. C.	WBT
Chattanooga, Tenn.	WDOD
Chicago, Ill.	WBBM
Cincinnati, Ohio	WCKY
Cleveland, Ohio	WGAR
Colorado Springs, Colo.	KVOR
Columbus, Ga.	WRBL
Columbus, Ohio	WBNS
Cookeville, Tenn.	WHUB
Corpus Christi, Texas	KEYS
Dallas, Texas	KRLD
Danville, Ill.	WDAN
Dayton, Ohio	WHIO
Decatur, Ill.	WSOY
Denver, Colo.	KLZ
Des Moines, Iowa	KRNT
Detroit, Mich.	WJR
Dubois, Pa.	WCED
Duluth, Minn.	KDAL
Durham, N.C.	WDNC
El Paso, Texas	KROD
Erie, Pa.	WERC
Evansville, Ind.	WEOA
Fairmont, W. Va.	WMMN
Frederick, Md.	WFMD
Fresno, Calif.	KARM
Ft. Myers, Fla.	WINK
Gloversville, N.Y.	WENT
Grand Forks, N.D.	KILO
Great Falls, Mont.	KFBB
Green Bay, Wisc.	WTAQ
Greensboro, N.C.	WBIG
Harlingen, Texas	KGBS
Harrisburg, Pa.	WHP
Hartford, Conn.	WDRC
Honolulu, H.I.	KGMB
Hilo, H.I.	KHBC
Hopkinsville, Ky.	WHOP
Houston, Texas	KTRH
Indianapolis, Ind.	WFBM
Ithaca, N.Y.	WHCU
Jacksonville, Fla.	WMBR



Jamestown, N.D.	KSJB
Kansas City, Mo.	KMBC
Kalamazoo, Mich.	WKZO
Keene, N.H.	WKNE
Knoxville, Tenn.	WNOX
Kokomo, Ind.	WKMO
Lawrence, Mass.	WLAW
Little Rock, Ark.	KLRA
Louisville, Ky.	WHAS
Los Angeles, Calif.	KNX
Macon, Ga.	WMAZ
Mason City, Iowa	KGLO
Memphis, Tenn.	WREC
Meridian, Miss.	WCOC
Miami, Fla.	WQAM
Milwaukee, Wis.	WISN
Minneapolis-St. Paul, Minn.	WCCO
Missoula, Mont.	KGVO
Montgomery, Ala.	WCOV
Montreal, Canada	CKAC
Muncie, Ind.	WLBC
Nashville, Tenn.	WLAC
New Orleans, La.	WWL
New York, N.Y.	WABC
Oklahoma City, Okla.	KOMA
Omaha, Nebraska	KOIL
Omaha, Nebraska	KFAB
Orlando, Fla.	WDBO
Paducah, Ky.	WPAD
Parkersburg, W. Va.	WPAR
Peoria, Ill.	WMBD
Philadelphia, Pa.	WCAU
Phoenix, Arizona	KOY
Pittsburgh, Pa.	WJAS
Portland, Maine	WCAN
Portland, Oregon	KOIN
Providence, R.I.	WPRO
Quincy, Ill.	WTAD
Richmond, Va.	WRVA
Roanoke, Va.	WDBJ
Rochester, N.Y.	WHEC
Sacramento, Calif.	KROY
St. Augustine, Fla.	WFOY
St. Louis, Mo.	KMOX
Salt Lake City, Utah	KSL
San Antonio, Texas	KTSA
San Francisco, Calif.	KQW
San Juan, P.R.	WKAQ
Santa Fe, New Mexico	KVSF
Sarasota, Fla.	WSPB
Savannah, Ga.	WTOC
Scranton, Pa.	WGBI
Seattle, Wash.	KIRO
Shreveport, La.	KWKH
South Bend, Ind.	WSBT
Spokane, Wash.	KFPY
Spartanburg, S.C.	WSPA
Springfield, Ill.	WTAX
Springfield, Mass.	WMAS
Springfield, Mo.	KTTS
Stockton, Calif.	KGDM
Syracuse, N.Y.	WFBL
Tampa, Fla.	WDAE
Topeka, Kansas	WIBW
Toronto, Canada	CFRB
Tucson, Arizona	KTUC
Tulsa, Okla.	KTUL
Uniontown, Pa.	WMBS
Utica, N.Y.	WIBX
Washington, D.C.	WTOP
Waterbury, Conn.	WBRY
Watertown, N.Y.	WWNY
Wausau, Wis.	WSAU
West Palm Beach, Fla.	WJNO
Wheeling, W. Va.	WKWK
Wichita Falls, Texas	KWFT
Wichita, Kansas	KFH
Worcester, Mass.	WTAG
Yankton, S.D.	WNAX
Youngstown, Ohio	WKBN


This is CBS...the Columbia Broadcasting System
CBS
CBS



WCSC thinks CBS is tops...BUT!

Good as CBS is...and we think it's tops in talent, public service and news...we know we need even more than the best in network radio to tick in tune with the heartbeat of Charleston. We need locally planned, locally produced public service programs ...education and entertainment to capture the spirit of fast-growing Charleston; to keep WCSC the strong civic force it is in the life of our community.

We think we have them.

Programs like our "Good Neighbors", produced by WCSC and broadcast under the sponsorship of the Southern Furniture Company.

Every Monday through Saturday morning, at 8:45, *our* good neighbors turn to this program to hear a musical tribute (accompanied by flowers) to the "Good Neighbor" of the day. It may be the woman who took care of her neighbor's children in time of illness; the man who rushed out to take in his neighbor's laundry when a storm blew up unexpectedly; the little girl who helped an old lady across the street. It's a nice gesture to nice people (our people) for the nice things they do every day.

"Good Neighbors" is the kind of program WCSC likes to do. *Wants* to do. Our listeners expect it. It sells furniture (in quantity) for the Southern Furniture Company, too!

WCSC

CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters

National Networks' Gross Monthly Time Sales, 1927-1944

NATIONAL BROADCASTING COMPANY NETWORKS

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	$270.949	$651.015	$1,004.874	$1,418.979	$2.026.860	$2.635.447	$1.869.885	$2.391,667	$2.895.037	$2.681.815	$3.541,99
February	252,195	626.176	1,074.834	1,347.847	1,924.778	2.571.609	1.742.784	2.211.637	2.758 319	2.714.300	3,295,78
March	316.158	726,787	1,240.102	1,652.629	2.164.434	2.864.783	1,997.463	2.507,890	3.025.308	3.037.873	3,614,2
April	273.209	674.354	1.173.922	1,574.523	2.195.880	2.649.892	1,690.177	2.373.890	2,682.143	2.741.928	3,277,8
May	257,981	701.029	1,192.930	1,731,409	2.101.525	2.305.448	1.662.887	2,475.173	2,685.211	2.561.720	3.214,81
June	241,930	609.566	1,014.361	1,509,224	1.931.155	2.081.466	1,512.139	2.177.857	2.380.845	2.323.456	3.003,9
July	228.666	575.333	1,014.037	1.692.680	2,027,975	1.825.433	1,370.993	1,864.420	2.208.935	2.429.983	2,707,45
August	195,143	596,200	1.029.950	1.612.284	1.892.427	1.745.338	1.407,843	1,735.555	2.021.366	2.422.431	2,784,97
September	264.725	660.740	1,234.196	1,648.581	1.951.326	1.807.795	1.555.606	1.860.166	2.163.317	2.886.637	2,850 58
October	368,111	1,101,411	1.483.284	1,972.414	2.318.091	2.063.273	2.130.046	2.775.431	2.779.557	3.696.489	3,339,78
November	491.711	964.864	1.413.961	1,890.532	2.475.905	1.953.953	2.188.342	2.683.494	2.655.100	3.468.728	3,381,34
December	599.232	892,858	1.433,931	2,037,785	2,596,185	2,000.454	2.824.567	2,776.436	2.893.793	3,558,590	3,639,0
Total	$3,760,010	$8,780,333	$14,310,382	$20,088,887	$25,607,041	$26,504.891	$21,452,732	$27,833,616	$31,148.931	$34,523,950	$38,651,2

COLUMBIA BROADCASTING SYSTEM

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	....	$92.736	$274.324	$644.685	$692.114	$1,348.842	$941.465	$1.405.958	$1.768.949	$1.901.023	$2,378,62
February	....	99.837	322.855	592.943	750,621	1.319.414	884.977	1.387.823	1.654.461	1,909.146	2,264,81
March	....	98.492	400.872	726.093	1,110.526	1.436,050	1,016.102	1.524.904	1.829.553	2.172.382	2,559,71
April	....	188.891	407.695	705.442	1,076.103	1,354.592	775.487	1,371.601	1.615.389	1.950.939	2,563,47
May	....	84.280	400.537	642.782	1,065.352	1.326.994	624.256	1,255.887	1.287.455	1.749.517	2,560,5
June	....	78,400	319.413	592.248	1,057,230	915.830	553.056	925,939	1,066.729	1.502.768	2,476,5
July	....	72.800	322.171	431.428	877.366	591.183	445,414	630.290	910.470	1.292.775	1,988,41
August	....	89.600	325.040	392.673	774.518	540.342	499.638	513.315	879.019	1,232.588	1,955,2
September	....	119.336	395.290	535,760	947,138	635.156	547,203	700 491	1,086 900	1.838.932	2,028,5
October	....	158,368	503.753	792,833	1,099,717	972.358	1,125.793	1,752.601	1.930.512	2,754.808	2,505,4
November	....	200.032	535.355	775.394	1.247.248	1,105.895	1.277.459	1.682.959	1.722.390	2.429.917	2,654,47
December	$72,500	214.536	579.176	772.922	1,197,106	1,005.229	1.372.716	1,674,087	1.885.977	2.433.353	2,786,6
Total	$72,500	$1,447.308	$4,785,981	$7,605,203	$11,895.039	$12.601.885	$10.063.566	$14,825,845	$17.637.804	$23,168,148	$28,722,11

MUTUAL BROADCASTING SYSTEM

	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944
January	....	$157.721	$140.769	$269.894	$315.078	$317.729	$505,260	$1,024.511.74	$992.104	$1,760,31
February	....	162.358	154.344	253.250	276.605	337.649	442.170	938.185.39	826,085	1,605,8
March	....	191.487	170,511	232.877	306,976	390.813	513.780	1,053.444.35	941,533	1,807,0
April	....	139.936	139,106	189.545	262.626	363.468	480.220	904.845.13	961.918	1,675,6
May	....	129.090	100 154	194.201	234.764	322.186	503.929	748.744.64	1,080.797	1,525,2
June	....	104.512	75.024	202,412	228.186	299.478	534.513	665.372.17	1,100.481	1,521,7
July	....	109.562	64,662	167.108	216.583	235.182	512.745	531.305.41	1,088.809	1,511,3
August	....	122,066	66.354	164,626	205.410	227.865	532,053	518.226.36	1,205,240	1,504,3
September	....	168,925	91,608	200,842	210.589	283.463	529.015	707.283.54	1.153,510	1,547,3
October	$180,374	271,629	147,714	347.771	428,221	784,676	839,824	772.221.29	1,407,787	1,914,04
November	178,411	227.545	157,661	360.929	327,045	627,562	958.938	910.167.60	1,479,942	1,625,5
December	175,801	193.496	147,163	337,369	317,699	576,983	948,493	861,814.87	1,603,402	1,535,15
Total	$529,086	$1,979,146	$1,455,070	$2.920,324	$3,329,782	$4,767,054	$7,300,955	$9,636,122.49	$13,841,608	19,533,6

BLIND DATE

with Arlene Francis

Tom Wallace Radio Productions

366 Madison Ave., New York
Murrayhill 6-2636

NATIONAL BROADCASTING COMPANY—RED*

	1938	1939	1940	1941*	1942*	1943*	1944*
January	$2,728,232	$3,211,161	$3,496,393	....	....	....	....
February	2,591,223	2,957,258	3,226,983	....	....	....	....
March	2,828,777	3,297,992	3,338,440	....	....	....	....
April	2,544,810	2,879,571	3,128,685	....	....	....	....
May	2,697,492	3,025,528	3,216,940	....	....	....	....
June	2,555,517	2,759,917	2,919,405	....	....	....	....
July	2,377,065	2,713,798	3,141,902	....	....	....	....
August	2,366,851	2,737,926	3,072,338	....	....	....	....
September	2,387,958	2,750,688	3,132,005	....	....	....	....
October	2,872,588	3,446,184	3,842,195	....	....	....	....
November	2,948,854	3,402,370	3,653,185	....	....	....	....
December	2,928,181	3.400,383	3,786,901	....	....	....	....
Total	$31 827,548	$36,600,736	$39,955,322	....	....	....	....

* Due to a change in policy 1941, 1942, 1943 and 1944 figures were not released by NBC Red Network designation dropped in 1942.

AMERICAN BROADCASTING CO. (Blue Network)

	1938	1939	1940	1941	1942†	1943	1944
January	$1,065.284	$822,739	$908.815	$1,224.362	$1.323.355	$1,797.274	$2,895,70
February	906,830	773.437	905.101	1,154.682	1,162,046	1,747.053	2,799,5
March	978,054	872,860	965.904	1,231.238	1.339,044	2,024.035	3,080,3
April	765,695	681,413	912,833	987,061	1.137.724	1,998.703	3,161,7
May	716,708	676.564	817,682	961.117	1,241.301	2,079.962	3,327,5
June	645,052	622.487	722,695	913.118	1,111.092	1,974.029	3,172,0
July	581,645	569,757	688.536	854.623	1,087.309	1,848.936	3,366,5
August	574.248	574.644	665.924	794,883	953.103	2,003,831	3,488,2
September	591.288	564,619	747,774	798,303	1,106.349	2,180,712	3,629,4
October	901,376	773.119	1,208.499	1,171,955	1,692.309	2,354,199	4,214,5
November	950,065	832,614	1,045,943	1,304,451	1,713,994	2,356.294	4,082,11
December	958.891	879.365	1,122,972	1,462,376	1,914,867	2,504,920	4,138,2
Total	$9,635.131	$8,643.618	$10,707.678	$12.858.169	$15,782,493	$24.869,948	*41,356,1

† Separated from NBC in 1942 *Includes $411,500 for Political Sales.

COLUMBIA BROADCASTING SYSTEM

	1938	1939	1940	1941	1942	1943	1944
January	$2,879.945	$2,674.057	$3 575.946	$3,909.638	$3,930.385	$4.194,882	$5,658,9
February	2,680.335	2.541.542	3,330,627	3.502.557	3,603.600	3.790.165	5,356,8
March	3,034.317	2,925.624	3,513,170	3,928,902	3,974,041	4.457,068	5,801,5
April	2.424,180	2,854.026	3,322,689	3,891.422	3,723.961	4,591,992	5,650,6
May	2,442,283	3,097,484	3,570,727	3,825.466	3,680.745	4,880,037	5,848,01
June	2,121,495	2.860,180	3,144.213	3,706.989	3,690,501	4,870,744	5,204,7
July	1,367,357	2,311,953	3,071,398	3.498.594	3,492.732	4,901,974	5,369,3
August	1,423,865	2,341.636	2,875,657	3,414.820	3.454.329	4,863,104	5,321,94
September	1,601.755	2,563,132	3,109.863	3,527,262	3,752,621	4,932,711	5,386,01
October	2,387,395	3.366.654	4,001,492	3,898,979	4,023,569	5,481,098	5,795,7
November	2,453,410	3,474,163	3,689,778	3,708,095	4,149,843	5,356,596	5,577,35
December	2,529,060	3,529,154	3,819.989	3,771.654	4,296,798	5,631,373	5,819,9
Total	$27,345.397	$34.539,665	$41.025.549	$44,584,378	$45,593,125	$57.951,744	66,791,31

Russel M. Seeds network shows on the air today - - -

☆ "Raleigh Room" *with*
HILDEGARDE
for Brown & Williamson Tobacco Corporation

☆ "Carton of Cheer" *starring*
HENNY YOUNGMAN with
CAROL BRUCE & EDDIE HOWARD'S BAND
for Brown & Williamson Tobacco Corporation

☆ "People Are Funny"
for Brown & Williamson Tobacco Corporation

☆ "Reveille Roundup" *with*
THE GOLDEN GATE QUARTETTE
for The Grove Laboratories, Inc.

☆ "World News Parade" *with*
MAX HILL
for W. A. Sheaffer Pen Company

RUSSEL M. SEEDS COMPANY, *Advertising*

Palmolive Building Chicago 11, Illinois

Major Networks' Gross Billings by Advertisers: 1944

[For details and agency placements, see pages 270-308]

American Broadcasting Co. (Blue) Billings by Clients

The Coca-Cola Company	$ 3,720,994
Ford Motor Company	2,710,000
Kellogg Company	2,259,120
Miles Laboratories, Inc.	1,828,699
General Mills, Inc	1,726,506
The Procter & Gamble Co.	1,456,017
Socony-Vacuum Oil Co., Inc	1,351,673
Swift and Company	1,257,138
The Quaker Oats Company	1,219,942
The Sherwin-Williams Co.	986,630
Libby, McNeill & Libby	937,844
Bristol-Myers Company	923,469
Westinghouse Electric & Mfg. Co.	885,486
Esquire, Inc.	864,602
Philco Corporation	849,686
The Andrew Jergens Co	832,348
Allis-Chalmers Mfg. Co	762,728
Carter Products, Inc.	726,211
Curtis Publishing Company	603,649
Lehn & Fink Products Corp	579,252
RKO Radio Pictures, Inc.	546,136
A. E. Staley Mfg. Co	530,882
Hall Brothers, Inc	515,816
American Meat Institute	488,556
The Charles E. Hires Co	480,042
Elgin National Watch Co.	470,724
McKesson & Robbins, Inc.	453,806
Larus & Brother Company, Inc.	452,075
Mail Pouch Tobacco Company	448,932
Sterling Drug Inc. (Cummer Products Company)	444,750
RCA Victor Division of Radio Corp. of America	439,291
Serutan Company	439,268
The D. L. Clark Co.	437,969
William R. Warner & Co., Inc. (Dr. Earl S. Sloan, Inc.)	424,494
Eversharp Inc.	415,146
O'Cedar Corporation	397,739
Williamson Candy Co	397,248
The Wander Company	381,593
The Borden Company	370,564
The Welch Grape Juice Co	356,065
The Reader's Digest Assn., Inc.	325,788
The Texas Company	292,587
Dr. Pepper Co	287,780
General Foods Corp	269,552
Manhattan Soap Co., Inc.	261,564
The Geo. W. Luft Co	224,333
Sweets Co. of America, Inc.	240,476
Owens-Illinois Glass Co	200,484
Hastings Mfg. Co	198,028
Lockheed Aircraft Corp	189,810
Wheeling Steel Corp	164,643
Gum Laboratories, Inc	163,451
Falstaff Brewing Corporation	156,504
Fisher Flouring Mills Co	147,780
Raytheon Production Corp	147,528
O'Sullivan Rubber Co., Inc	125,868
Aluminum Co. of America	124,996
Trimount Clothing Co	124,111
The National Board of Fire Underwriters	120,096
Time Inc	108,972
Harvel Watch Co	108,934
Chef Boy-Ar-Dee Quality Foods, Inc	103,110
Adam Hat Stores, Inc.	101,988
Revlon Products Corp	99,450
Skinner & Eddy Corp. (Alaska Pacific Salmon)	85,130
S & W Fine Foods, Inc.	88,708
Safeway Stores, Inc.	83,185
Scripto Mfg. Co	82,768
Colgate-Palmolive-Peet Co	78,512
American Cyanamid Co	77,359
Standard Oil Co. of Calif	75,740
Langendorf United Bakeries, Inc.	63,546
Grove Laboratories Inc.	60,954
Chatham Mfg. Co	55,488
Sun Oil Company	41,076
Wilson Sporting Goods Co.	35,687
Botany Worsted Mills	35,588
Rainier Brewing Co.	34,122
Lyon Van & Storage Company	29,088
The Mentholatum Company	26,052
Peter Fox Brewing Co	24,042
American Home Products Corp.	24,012
S. A. Moffett Company	23,010
Seaboard Finance	21,854
Austin Studios	20,384
Barron-Gray Packing Co	15,860
John H. Breck, Inc	15,042
Northwestern Yeast Co	14,148
Bekins Van & Storage	13,110
J. A. Folger & Company	11,594
Washington State Apple Commission	11,085
Eastern Columbia Outfitting	10,851
Resinol Chemical Company	10,345
Union Ice Company	10,260
Denalon Company, Inc.	10,089
Washington Co-Operative Egg & Poultry Assn	9,317
Nash-Kelvinator Corp	8,935
Garrett & Co. Inc.	8,400
Corley Diet Food Company	7,370
Wilco Company	6,840
Red ee Foods	6,669
Shellmar Products	5,910
Horace E. Dodge Boat & Plane Corp.	5,765
Kerr Glass Mfg. Corp.	5,472
Bu-Tay Products Company	4,608
Beneficial Casualty Company	4,246
Kelite Products, Inc	4,122
Chicago Burlington & Quincy Railroad	3,948
The Soil-Off Mfg. Co	3,675
Pacific Guano Company	3,146
Ferry-Morse Seed Co	3,074
Deisel-Wemmer-Gilbert Corp	2,700
Peter Paul Inc	820
Total	$40,944,629
Political	411,500
TOTAL	$41,356,129

CBS Billings by Clients

General Foods Corp.	$ 5,537,409
Lever Brothers Co.	4,842,781
Procter & Gamble Co.	4,348,795
American Home Products Corp.	3,215,834
William Wrigley Jr. Co.	2,386,781
Sterling Drug Inc.	2,307,314
R. J. Reynolds Tobacco Co.	1,912,727
Standard Brands Inc.	1,872,575
General Electric Co.	1,635,957
Colgate-Palmolive-Peet Co	1,627,423
Campbell Soup Co.	1,576,473
Liggett & Myers Tobacco Co	1,520,922
Philip Morris & Co., Ltd	1,412,707
U. S. Rubber Co.	1,306,719
General Mills Inc.	1,169,433
American Tobacco Co.	1,037,713
Owens-Illinois Glass Co	964,919
B. F. Goodrich Co.	963,025
E. R. Squibb & Sons	891,002
Johns-Manville Corp.	863,730
Texas Co.	811,940
Pet Milk Sales Co.	800,350
Eversharp Inc.	782,443
Chrysler Corp.	782,064
Quaker Oats Co.	780,013
Emerson Drug Co.	772,800
P. Lorillard Co.	771,509
Celanese Corp. of America	756,093
Lady Esther Ltd.	754,317
Bourjois Inc.	716,868
Pabst Sales Co.	712,107
Continental Baking Co.	705,288
Chesebrough Mfg. Co.	656,706
Electric Companies Adv. Program	651,924
Prudential Insurance Co. of America	620,405
Schenley Products Co.	571,458
Gulf Oil Corp.	556,264
Anchor Hocking Glass Corp.	544,677
Roma Wine Co.	530,274
Coca-Cola Co.	520,720
Parker Pen Co.	516,616
Corn Products Refining Co.	496,428
Lewis-Howe Co.	465,264
Noxzema Chemical Co.	438,167
Pacific Coast Borax Co.	432,990
International Silver Co.	420,106
U. S. Tobacco Co.	411,504
Southern Cotton Oil Co.	407,566
Armstrong Cork Co.	403,395
Servel Inc.	382,358
Goodyear Tire & Rubber Co. Inc.	380,702
J. B. Williams Co.	345,800
Cream of Wheat Corp.	337,499
Minneapolis-Honeywell Regulator Co.	334,626
Cudahy Packing Co.	330,991
Johnson & Johnson	311,340
Armour & Co.	295,792
Vick Chemical Co.	294,020
American Oil Co.	285,092
Admiral Corp.	259,435
Curtiss Candy Co.	257,975
Mennen Co.	256,198
P. Ballantine & Sons	233,316
Ballard & Ballard Co.	226,575
Lockheed Aircraft Corp.	224,583
Bowey's Inc.	218,456
Pillsbury Mills Inc.	214,304
Englander Co.	165,750
Gillette Safety Razor Co.	161,387
Democratic National Committee.	148,999
Allegheny-Ludium Steel Corp.	148,542
Republican National Committee.	131,414
Los Angeles Soap Co.	117,086
Welch Grape Juice Co.	110,027
Manhattan Soap Co.	105,912
C. F. Mueller Co.	99,396
Planters Nut & Chocolate Co.	91,563
Joseph Tetley & Co. Inc.	68,569
Miles California Co.	61,425
Campana Sales Corp.	58,634
Hudson Coal Co.	52,760
Signal Oil Co.	49,255
Elgin National Watch Co.	47,968
Soil-Off Mfg. Co.	41,850
John Morrell & Co.	40,880
Western Sugar Refining Co.	38,961
Bekins Van & Storage Co.	38,281
Peter Paul Inc.	36,972
Grove Laboratories Inc.	34,591
"42" Products Inc.	32,020
Business Men for Roosevelt Inc.	30,812
Plough Inc.	29,342
Socony-Vacuum Oil Co. Inc.	28,890
Hunt Bros. Packing Co.	28,054
One Thousand Club of the United States of America	25,636
Colonial Dames Inc.	25,283
Packard Bell Co.	25,272
Ben Hur Products Inc.	22,869
Andrew Jergens Co.	21,411
Yellow Cab Co.	20,706
McKesson & Robbins Inc.	19,596
United Air Lines Transport Corp.	18,954
Lamont, Corliss & Co.	18,252
Calif. Prune & Apricot Growers Assn.	16,432
Maryland Pharmaceutical Co.	15,871
W. Atlee Burpee Co.	12,892
Consolidated Royal Chemical Co. Inc.	11,792
Pacific Greyhound Lines Inc.	11,583
Washington Coop. Egg & Poultry Assn.	11,357
Dwight Edwards Co.	10,721
Philco Corp.	10,216
Hoffman Radio Corp.	10,179
Democratic State Committee of N. Y.	10,121
Kay Jewelry Co.	10,018
Barbasol Co.	7,917
Herman Basch & Co.	7,722
Johnstone Drug Sale Co.	7,540
Wilshire Oil Co.	7,308
Coldstream Products Co.	6,699
Bank of America Nat'l Trust & Savings Assn.	6,090
Nat'l Independent Comm. for Roosevelt	5,681
Stalz Sickles Co.	4,914
Day & Night Mfg. Co.	4,563
Jantzen Knitting Mills	4,563
Union Ice Co.	4,060
Seal-Cote Co.	3,510
Gallenkamp Stores Co.	3,476
Schutter Candy Co.	3,323
Chemicals Inc.	2,942
Hollywood Democratic Committee	1,752
Hollywood for Dewey Committee	1,177
Southern Calif. Democratic Committee	1,102
Liberal Party	908
Calif. Comm. for the Right to Work	812
Citizens Comm. Against Prop. No. 12	82
Southern Calif. Republican Committee	69
Richfield Oil Corp.	60
Constitutional Democrats of No. Carolina	57
Horace T. Cahill—Candidate for Gov. of Mass.	37
Francis D. Harrigan—Attorney General Comm.	12
TOTAL	$66,791,33

MBS Billings by Clients

Sinclair Refining Co.	$ 1,301,917
R. B. Semler, Inc.	1,145,709
Kellogg Co.	1,000,720
Metro-Goldwyn-Mayer, Inc.	981,418
Gospel Broadcasting Assn.	950,309
Zonite Products Corp.	732,427
Mutual Benefit, Health & Accident Assn.	677,422
Pharmaco Inc.	676,311
Bayuk Cigars Inc.	667,865
Gillette Safety Razor Co.	542,590
American Cigarette & Cigar Co., Inc.	530,585
Campana Sales Co.	499,802
Clark Bros. Chewing Gum Co.	465,309
Ralston Purina Co.	450,713
Grove Laboratories	438,065
Lutheran Laymen's League	425,477
Serutan Co.	395,283
Employers' Group Insurance Co., of Boston, Mass.	388,942
Barbasol Co.	352,964
Stokely Bros.—Van Camp, Inc.	321,998
Dubonnet Corp.	295,390
Petri Wine Co.	294,700
Radio Bible Class	290,455
General Cigar Co., Inc.	277,961
Voice of Prophecy, Inc.	276,000
Lumberman's Mutual Casualty Co.	261,533
Helbros Watch Co.	245,563
Young People's Church of the Air	241,190
Lewis Howe Co.	206,660
Chef Boy-Ar-Dee Quality Foods, Inc.	196,603
Wesley Radio League	185,168
Emerson Radio & Phonograph Corp.	182,483
Conti Products Corp.	180,636
Duffy-Mott Co., Inc.	164,198
Frank H. Lee Co.	141,584
George W. Luft & Co.	138,567
Formfit Co.	115,825
Nat'l Small Business Men's Assoc.	100,596
Wilson Sporting Goods Co.	83,509
Delaware, Lackawanna & Western Coal Co.	80,109
Beaumont Co.	75,430
Allegheny Ludlum Steel Corp.	74,350
Carey Salt Co.	70,433
Union Pacific Railroad	69,531
Knox Co.	68,381
Gotham Hosiery Co., Inc.	62,380
Waltham Watch Co.	59,829
Reichhold Chemicals, Inc.	59,241
Acme White Lead & Color Works	56,374
Boots Aircraft Nut Corp.	52,221
Goodyear Tire & Rubber Co.	42,373
Maryland Pharmaceutical Co.	41,498
Chesapeake & Ohio Railway Co.	41,206
Table Products, Inc.	36,324
Miss Swank, Inc.	31,184
American Bird Products, Inc.	20,642
Sherwood Bros., Inc.	20,164
Coronet Magazine	19,467
Hartz Mountain Products	14,933
W. L. Douglas Shoe Co.	9,929
Loyal Order of the Moose	9,314
Rust Craft Publishers, Inc.	7,925
Shipstead & Johnson	3,728
Political Advertisers	421,422
Locally Sponsored Shows	1,260,638
TOTAL	$19,533,650

NBC Client and Agency Billings Not Available

Major Networks' Gross Billings by Agencies: 1944

American Broadcasting Co. (Blue) Billings by Agencies

J. Walter Thompson Company	$ 6,100,528
D'Arcy Advertising Co., Inc.	3,720,994
Compton Advertising, Inc.	3,224,157
Kenyon & Eckhardt, Inc.	2,259,120
Wade Advertising Agency	1,828,699
Young & Rubicam, Inc.	1,731,605
Warwick & Legler, Inc.	1,511,077
Sherman & Marquette, Inc.	1,057,752
Dancer-Fitzgerald-Sample	1,029,412
Hill Blackett & Company	914,599
McCann-Erickson, Inc	889,161
Schwimmer & Scott Advertising Agency	888,644
Walker and Downing	886,901
Knox Reeves Advertising, Inc.	853,598
Lennen & Mitchell, Inc.	832,348
Foote, Cone & Belding	822,754
Aubrey, Moore & Wallace, Inc.	794,987
MacFarland, Aveyard & Company, Inc.	737,893
William Esty and Company, Inc.	657,764
Newell-Emmett Co.	576,455
Hutchins Advertising Co., Inc.	544,752
Leo Burnett Company, Inc.	488,556
N. W. Ayer & Son, Inc.	480,042
J. D. Tarcher & Co.	453,806
Small & Seiffer, Inc.	439,850
Raymond Spector Company, Inc.	439,268
Duane Jones Company	431,384
Batten, Barton, Durstine & Osborn, Inc.	430,616
Henri Hurst & McDonold, Inc.	429,008
The Biow Company, Inc.	415,146
H. W. Kastor & Sons Advertising Co., Inc.	356,065
Benton & Bowles, Inc.	346,261
Buchanan & Co.	326,709
Sayre M. Ramsdell Assoc.	304,93
Tracy-Locke Company, Inc.	287,78
Ted Bates, Inc	286,36
McJunkin Advertising Company.	266,56
Pedlar-Ryan & Lusk, Inc.	219,02
Keeling & Co., Inc.	198,02
Doherty, Clifford & Shenfield, Inc.	166,67
Critchfield and Company	164,64
Sherman K. Ellis & Company, Inc.	162,19
Pacific National Advertising Agency	157,09

(Continued on Page 32)

DID IT MAKE A *Sound?*

Remember the question that never fails to start an argument? "If a tree falls in a forest and there's no one there to hear it, does it make a sound?"

Rephrase the question in terms of radio and there can be no argument. "If a product is advertised over the air, and only a small proportion of the listening audience hears it, will it sell?"

Your program, broadcast over WCBM, will sell for listening to WCBM has become a habit in Baltimore.

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer *President*	**Free & Peters, Inc.** *National Representatives*	**George Roeder** *Gen. Manager*

Major Networks' Gross Billings by Agencies: 1944

(Continued from Page 30)

Burton, Browne Advertising	147,528
Advertising & Sales Council, Inc.	125,868
Fuller & Smith & Ross Inc.	124,996
Emil Mogul, Company, Inc.	124,111
A. W. Lewin Co.	108,934
Glicksman Advertising Co., Inc.	101,988
William H. Weintraub & Company, Inc.	99,450
Brisacher, Van Norden & Staff	8 ,528
J. William Sheets	85,130
Tucker Wayne & Company	82,768
Hazard Advertising Company	77,359
Franklin Bruck Advertising Corporation	70,656
Donahue & Coe, Inc	60,954
Maxon, Incorporated	57,163
The M. H. Hackett Co.	55,488
Pacific Coast Advertising Co., Inc.	44,982
Roche, Williams & Cleary, Inc.	41,076
United States Advertising Corporation	35,687
Alfred J. Silberstein—Bert Goldsmith Inc.	35,588
Ruthrauff & Ryan, Inc.	26,964
Glasser-Gailey & Company	24,992
Erwin, Wasey & Co., Inc.	23,010
Smith & Bull	21,854
Raymond R. Morgan Company	17,066
Rhoades & Davis	17,459
Long Advertising Service	15,860
Charles Sheldon Advertising Agency	15,042
Elwood J. Robinson Advertising Agency	13,509
Brooks Advertising Agency	13,110
Robert Smith Advertising	10,851
Courtland D. Ferguson Inc.	10,345
George Wessell	10,260
Geyer, Cornell & Newell Inc.	8,935
Direct	8,839
John Stover Advertising Agency	5,910
Hillman-Shane-Breyer	4,246
Little & Co	4,122
Reincke-Ellis-Younggreen & Finn Inc.	3,948
O. E. Hopfer—Industrial Advertising	3,146
Century Advertising Agency	2,700
Total	$40,944,629
Political	411,500
TOTAL	$41,356,129

CBS Billings by Agencies

Young & Rubicam, Inc.	$ 7,966,037
J. Walter Thompson Co.	7,091,514
Dancer-Fitzgerald-Sample	6,033,399
Ruthrauff & Ryan, Inc.	4,434,856
The Biow Co., Inc.	4,057,915
Compton Advertising, Inc.	3,411,518
Batten, Barton, Durstine & Osborn, Inc.	3,264,361
Foote, Cone & Belding	3,040,127
Ted Bates, Inc	2,248,027
Wm. Esty & Co., Inc.	2,232,440
Benton & Bowles, Inc.	2,123,510
Arthur Meyerhoff & Co.	1,698,519
Maxon, Inc.	1,555,966
Newell-Emmett Co., Inc.	1,520,922
McCann-Erickson, Inc.	1,321,420
Campbell-Ewald Co.	1,306,719
Pedler & Ryan, Inc.	923,926
Ward Wheelock Co	804,309
Gardner Advertising Co.	789,640
Buchanan & Co., Inc.	785,567
Wm. H. Weintraub & Co.	772,317
C. L. Miller Co.	754,403
Sherman & Marquette, Inc.	716,627
Warwick & Legler, Inc.	712,107
N. W. Ayer & Son, Inc.	670,878
D'Arcy Advertising Co., Inc	520,720
Knox Reeves Advertising, Inc.	492,504
Roche, Williams & Cleary, Inc.	465,264
Arthur Kudner, Inc.	411,504
Kenyon & Eckhardt, Inc.	407,566
Duane Jones Co.	372,111
Addison Lewis & Associates	334,626
Grant Advertising, Inc.	330,991
Joseph Katz Co.	300,963
Morse International	294,020
Russel M. Seeds Co.	282,573
Henri, Hurst & McDonald, Inc.	267,455
Cruttenden & Eger	259,435
Sorensen & Co.	218,456
Lennen & Mitchell, Inc.	171,
Walker & Downing	148,
Raymond R. Morgan Co.	117,
H. W. Kastor & Sons Adv. Co. Inc.	110,
Erwin, Wasey & Co.	99,
Barton A. Stebbins, Inc.	97,
Spitzer & Mills, Ltd	63,
Wade Advertising Agency	61,
Wallace-Ferry-Hanly Co.	58,
Clements Co., Inc.	52,
Ronalds Advertising Agency	43,
Garfield & Guild	38,
Brooks Advertising Agency	38,
Brisacher & Van Nordem	36,
Hillman, Shane & Breyer, Inc.	33,
Franklin Bruck Advertising Corp.	33,
Green-Brodie, Inc.	30,
W. Earl Bothwell Adv. Agency	29,
Lake-Spiro-Shurman, Inc.	29,
Western Advertising Agency	28,
Baker Advertising Agency	27,
Glasser-Gailey & Co.	25,
Rhoades & Davis	20,
Hixson-O'Donnell Adv. Inc	20,
Long Advertising Service	19,
J. D. Tarcher & Co., Inc.	19,
Flager Advertising, Inc.	12,
Beaumont & Hohman, Inc.	11,
Pacific National Adv. Agency	11,
Sherman K. Ellis Co., Inc.	11,
Gillham Advertising Agency	10,
Sayre M. Ramsdell Associates	10,
John L. Halpin	10,
Donahue & Coe, Inc	8,
Kelly Nason, Inc	7,
Armand S. Weill Co., Inc.	7,
Don B. Miner Co.	7,
Cockfield, Brown & Co.	6,
Lester H. Harrison Associates	5,
Botsford, Constantine & Gardner.	4,
George M. Wessells Adv. Agency	4,
Schwimmer & Scott	3,
Elwood J. Robinson Adv. Agency.	1,
Allied Advertising Agencies	1,
Furman, Feiner & Co.	9
Advertising Arts Agency	81
Clarence B. Juneau	81
Hugh A. Deadwyker	67
Cotter Advertising Agency	37
Copley Advertising Agency	12
TOTAL	$66,791,

MBS Billings by Agencies

Erwin Wasey & Co., Inc.	$2,406,
Hixson O'Donnel Adv. Inc.	1,301,9
Ruthrauff & Ryan Inc.	1,230,2
Donahue & Coe Inc.	1,056,8
Kenyon & Eckhardt Inc.	1,041,9
R. H. Alber Co.	950,30
Ivey & Ellington Inc.	733,6
Arthur Meyerhoff & Co.	677,4
William H. Weintraub & Co., Inc.	660,9
Maxon Inc.	542,5
Walker & Downing	539,6
Wallace Ferry Hanly Co.	499,8
Stanley G. Boynton	475,6
H. B. Humphrey Co	456,6
Gardner Adv. Co.	450,71
Russel M. Seeds Co., Inc	438,0
Gotham Adv. Co	425,47
Raymond Spector Co., Inc.	395,2
Young & Rubicam Inc.	337,07
Birmingham, Castleman & Pierce, Inc.	322,2
Calkins & Holden	321,9
J. Walter Thompson Co.	277,9
J. C. Hoskin Assoc.	276,0
McJunkin Adv. Co.	267,1
Leo Burnett Co.	261,5
Duane Jones Co.	213,3
Roche Williams & Cleary Inc.	206,6
Al Paul Lefton Co., Inc.	164,1
Warwick & Legler	138,56
Biow Co., Inc.	137,91
Schwimmer & Scott	120,0
Buchanan & Co.	115,8
Batten, Barton, Durstine & Osborn, Inc.	88,2
United States Adv. Corp	83,5
The Caples Co.	69,53
Raymond R. Morgan Co.	68,38
Sterling Adv. Agency Inc.	62,3
Grant Adv. Inc	59,24
Clements Co., Inc	56,7
Henri Hurst & McDonald Inc.	56,37
Cecil & Presbrey Inc.	52,22
The Joseph Katz Co.	41,4
Foote Cone & Belding	36,32
Weston Barnett Inc.	20,6
Van Sant, Dugdale & Co., Inc.	20,16
Lester Harrison Assoc., Inc.	16,74
D'Arcy Adv. Co., Inc	15,78
George H. Hartman Co.	14,9
Green-Brodie	13,22
Furman Ferner & Co., Inc.	10,14
Harold Cabot & Co., Inc.	9,92
L. W. Ramsey Co.	9,31
Hirshon-Garfield Inc.	5,40
Allied Agencies	3,72
Direct	14,25
Locally Sponsored	1,260,63
TOTAL	$19,533,650

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . . Memphis, Tenn.
KTBC . . . . Austin, Texas
KRIC . . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . Dallas, Texas
WCHS . . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

DEDICATION

. . . That WLW listeners shall continue to be the best informed audience in the world.

NEWS means more today, to more people, than ever before in history. Outstanding even before the war, WLW's news coverage has been improved, expanded and intensified to keep WLW listeners the best informed audience in the world.

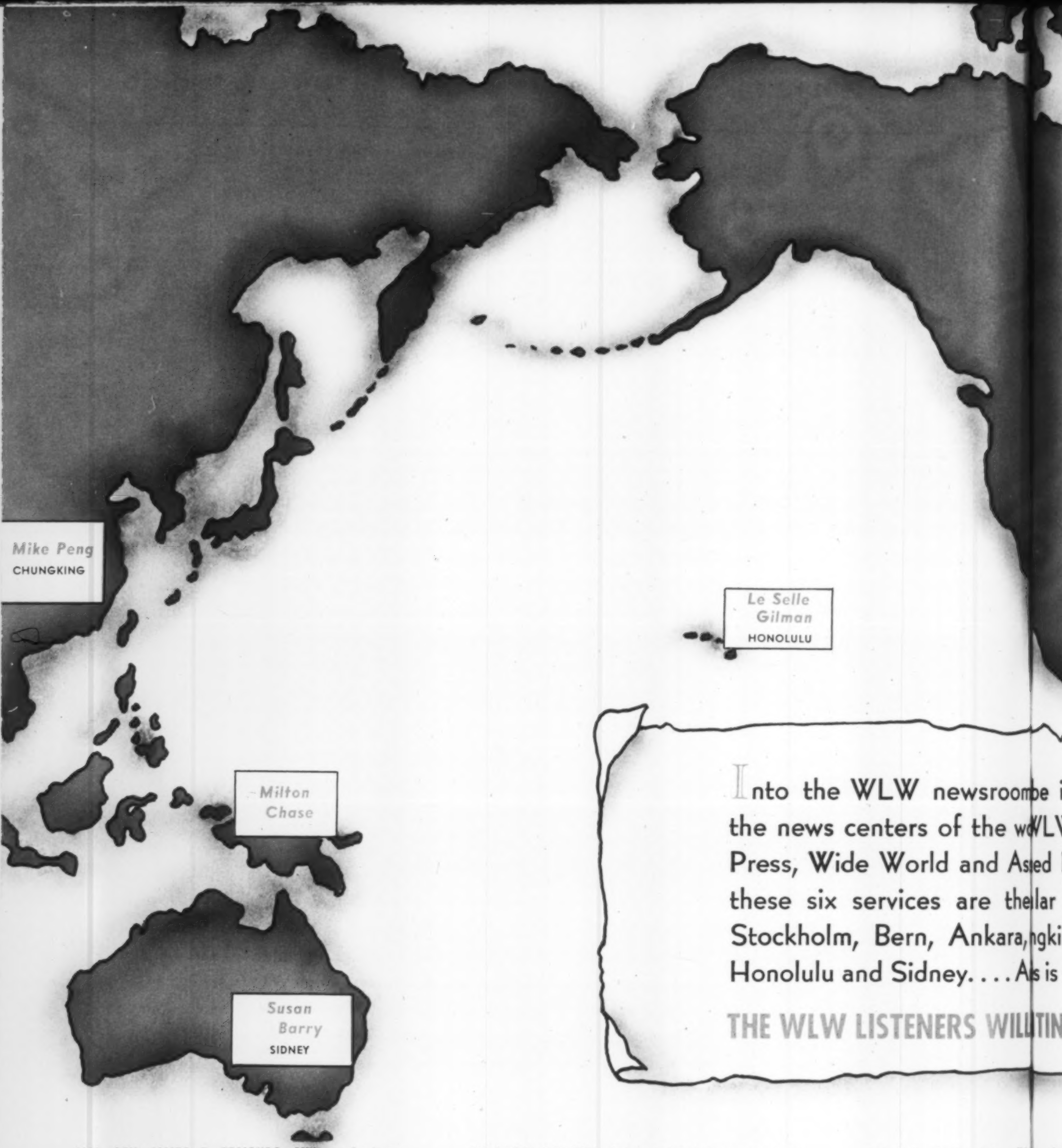
But the need for news coverage will not diminish, even when World War II is over and done. Rather, the problems of peace and the rebuilding of a world will call for the same clear, concise, complete and unbiased reports that have distinguished WLW during the war years.

And throughout the great, four-state market of 12,000,000 people that is WLW-Land, ears will stay tuned to WLW. They are the ears of people who buy more drug and grocery products than are sold in the five boroughs of New York City and the city of Chicago combined. The intensity with which they listen, plus the cooperation WLW receives from the wholesale and retail dealers who move your merchandise, makes for one of the most effective means of directing the sale and distribution of consumer goods in the history of merchandising.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION



Into the WLW newsroombe i
the news centers of the wWLV
Press, Wide World and Ased
these six services are thellar
Stockholm, Bern, Ankara, ngki
Honolulu and Sidney. . . . Ab is

THE WLW LISTENERS WILLTIN

MAJ. GEN. JAMES E. EDMONDS, Military Analyst, Newspaper Correspondent

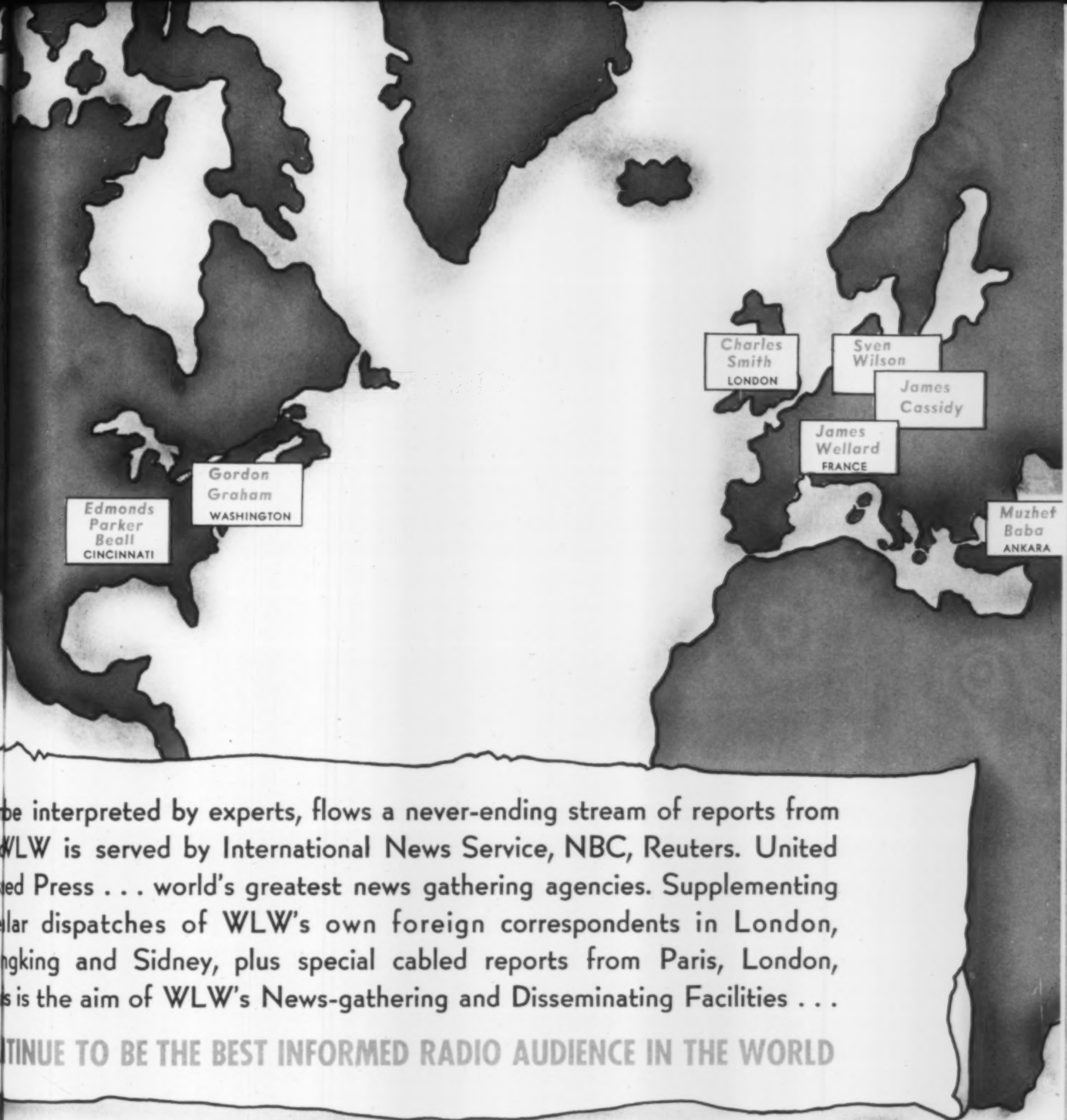
To report military developments in terms comprehensible to the average listener calls for an analyst with wide experience in military affairs, as well as in the job of reporting the news. WLW brings such a man to its listeners in the person of Maj. Gen. James E. Edmonds, U. S. Army, Ret.

ROBERT PARKER, International Correspondent

News of international significance can best be reported by a man with first-hand knowledge of foreign affairs. WLW's foreign affairs expert is Robert Parker. A Paris correspondent for six years in the service of Associated Press, a newsman for three years in the Balkan hotbed of Budapest and later chief of the OWI office in Turkey, Robert Parker knows whereof he speaks.

JACK BEALL, Hi, A

Because "today's news spring from the deep roots of history WLW lays special emphasis o the background of the new Well-fitted for this assignme by reason of his personal bac ground as an historian and a thor is Jack Beall. His listene benefit by his wide experienc as a foreign correspondent an a writer of note.


Edmonds Parker Beall
CINCINNATI
Gordon Graham
WASHINGTON
Charles Smith
LONDON
Sven Wilson
James Cassidy
James Wellard
FRANCE
Muzhef Baba
ANKARA

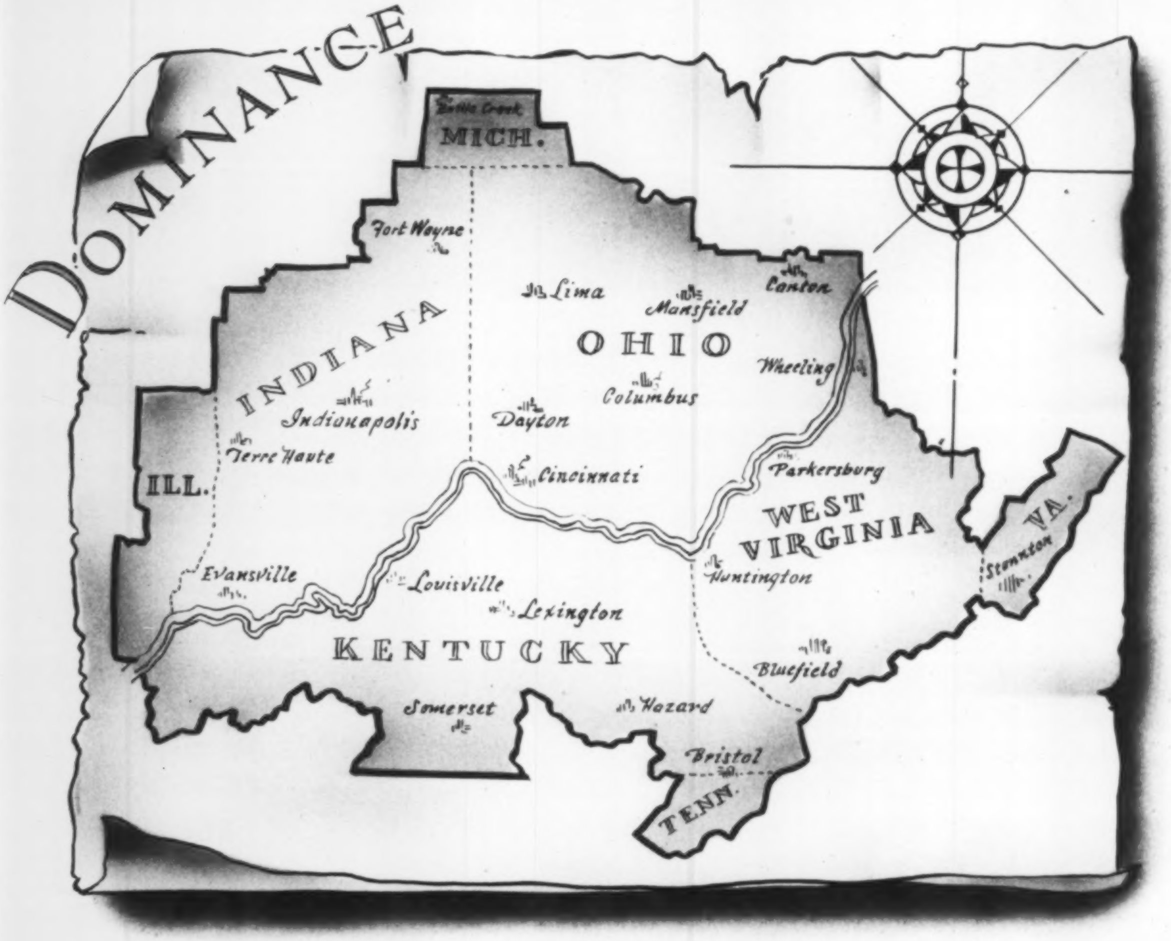
be interpreted by experts, flows a never-ending stream of reports from
WLW is served by International News Service, NBC, Reuters. United
ed Press . . . world's greatest news gathering agencies. Supplementing
lar dispatches of WLW's own foreign correspondents in London,
ngking and Sidney, plus special cabled reports from Paris, London,
s is the aim of WLW's News-gathering and Disseminating Facilities . . .

TINUE TO BE THE BEST INFORMED RADIO AUDIENCE IN THE WORLD

GORDON GRAHAM, Washington Correspondent

To report national news and governmental affairs of special interest to midwestern listeners, WLW established its own full-time news bureau in the nation's capital—first single radio station to do so. In charge, is Gordon Graham, who has had wide experience in radio reporting. In addition to his daily broadcast, he also provides special stories which are integrated into other WLW programs.

And although personalities may change, the basic precepts already established which have made the WLW audience the best informed in the world, will continue. We believe that in the Peace to follow, there will continue to be a need for complete, concise, unbiased news coverage. So, what WLW has already accomplished for a distinguished clientele, we earnestly feel we can do for you throughout the great four-state market which is WLW-Land.


DOMINANCE
Battle Creek
MICH.
Fort Wayne
Lima
Mansfield
Canton
INDIANA
OHIO
Wheeling
Indianapolis
Columbus
Dayton
Terre Haute
Cincinnati
Parkersburg
ILL.
WEST VIRGINIA
VA.
Staunton
Evansville
Huntington
Louisville
Lexington
KENTUCKY
Bluefield
Somerset
Hazard
Bristol
TENN.

. . . in the HEART OF AMERICA

In 37 trading areas throughout this Nighttime Merchandise-able Area of The Nation's Station, 34.2% of the radio listeners* are tuned to WLW between 6 and 10 p.m. One out of every three radios in this area of approximately 12,000,000 population can be reached with just one station . . . at the lowest cost per listener in radio . . . the lowest cost per impression in advertising! Morning and afternoon, too, WLW commands a lion's share of this vast market's radio audience. If you have a product to sell to these people, and you want to sell it inexpensively, place your advertising on The Nation's Station . . .

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

*This is based on 156, 674 coincidental phone calls made by C. E. Hooper, Inc., during Winter and Spring, 1944, between 6 and 10 p.m. Excluded from the "share of audience" percentage are all those who did not answer the phone, who were not listening, or who were unable to identify the station to which they were listening.

An Important Statement

BY MYCALEX CORPORATION OF AMERICA

Issued in an Effect to Clear up and to Avoid Continued Confusion in the Trade

IT has come to our attention that in some quarters electronic engineers and purchasing executives are under the erroneous impression that the MYCALEX CORPORATION OF AMERICA is connected or affiliated with others manufacturing glass-bonded mica insulation, and that genuine "MYCALEX" and products bearing similar names are all "the same thing" . . . are "put out by the same people" . . . and "come from the same plant."

THESE ARE THE FACTS:

1 The MYCALEX CORPORATION OF AMERICA is not connected or affiliated with any other firm or corporation manufacturing glass-bonded mica insulating materials. It is 100% American in ownership and operation.

2 The word "MYCALEX" is a registered trade-mark owned by MYCALEX CORPORATION OF AMERICA, and identifies glass-bonded mica insulating materials manufactured by MYCALEX CORPORATION OF AMERICA.

3 The General Electric Company, by virtue of a non-exclusive license it had under a MYCALEX patent through the MYCALEX (PARENT) COMPANY LTD., has been permitted use of the trademark "MYCALEX" on its glass-bonded mica insulating materials.

4 The MYCALEX CORPORATION OF AMERICA has behind it over 20 years of research leadership, dating back to work done by the original MYCALEX (PARENT) COMPANY, LTD. of Great Britain, from which it obtained its American patents. MYCALEX CORPORATION OF AMERICA owns U. S. patents and patent applications on improved glass-bonded mica insulation marketed under the trade-mark "MYCALEX".

5 **The products of MYCALEX CORPORATION OF AMERICA are: (a) "MYCALEX 400"—the most highly perfected form of MYCALEX insulation, approved by the Army and Navy as Grade L-4 insulation. MYCALEX 400 is sold in sheets, rods and fabricated form. (b) "MYCALEX K"—an advanced capacitor dielectric with a dielectric constant of 10 to 15, which can be fabricated to specifications. (c) MOLDED MYCALEX available to specifications in irregular shapes and into which metal inserts may be incorporated.**

6 "MYCALEX" in the forms described above is made by exclusive formulae and exclusive patented processes. It is utterly impossible for any one other than the MYCALEX CORPORATION OF AMERICA to offer any product, similar in appearance, as "the very same thing".

MYCALEX CORPORATION of AMERICA

"Owners of 'MYCALEX' Patents"

MYCALEX
THE INSULATOR
TRADE MARK REG. U. S. PAT. OFF.

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Plant and General Offices: CLIFTON, N. J.

Program Popularity in 1944

By GEORGE H. ALLEN
Manager and Secretary, Cooperative Analysis of Broadcasting (CAB)

THE YEAR 1944 was one of great national and world developments. Most of these events, domestic and foreign, were reflected in the pattern of U. S. radio broadcasting. Events such as D-Day, the Presidential election, U. S. Treasury Bond Drives, and news of Pacific victories were considered more or less inflationary factors to radio audience levels. On the other hand, the absence of millions of younger males from home circles, and the greater away-from-home employment of women in industry had a temporizing effect on the maintenance of high levels of listening.

Some of these radio audience highlights for 1944 are reviewed in following paragraphs. Others, including such influences as G. I. radio-coverage of the men in uniform with specially designed program schedules (over standard broadcasting stations and shortwave) cannot be evaluated until post-war.

Record Year

In 1944 the radio industry experienced the greatest dollar volume in its commercial history. Each of the four major networks finished the year with published statements of record billing totals. Spot billings throughout the industry were also estimated at new highs for that type of radio advertising.

Paralleling this increase in the commercial volume of radio broadcasting was a similar expansion in the evaluation of U. S. radio audiences. An either completely new or additional audience survey coverage was provided in 1944 by the Cooperative Analysis of Broadcasting to 81 major U. S. cities, to 5-minute, regional, limited network and late-night programs, and to nationally broadcast but locally placed live or transcribed spot programs. Local U. S. city audiences also received continued and expanded survey evaluation in keeping with the increased use made by advertisers of local radio in 1944.

Some time-periods on the networks had "SRO" signs posted throughout the year. As a result, the after 10:30 p.m., or "late-night", network program schedules, and the weekend daytime periods filled up with new and popular programs.

The striking increase in volume of network programs in 1944 as rated by the CAB is summarized by the following table:

TOTAL NUMBER OF CAB RATED PROGRAMS

	Winter Season 1942-3	*Winter Season 1943-4*	*Total Increase*	*Summer Season 1942-3*	*Summer Season 1943-4*	*Total Increase*
Evening	136	161*	25	160	185	25
Daytime	68	106	38	81	110	29

* This total for 1943-4 does not include programs broadcast after 10:30 p.m. All other evening totals do.

There were a number of interesting features to this 1944 increase in commercial sponsorship of radio programs. A great many of the new programs were sponsored by advertisers using network radio for the first time. New programs sponsored by these national advertisers were varied and include programs such as: *The Doctors Talk It Over; Let's Face The Issue; Your America; Miss Hattie; The Chatham Shopper; Screen Test; The Man Called X; The Detroit Symphony Orchestra; Dale Carnegie; The Electric Hour; Time For Decision*—Sumner Welles; *Everything For the Boys; The Life of Riley; Steel Horizons;* and *Quick As a Flash.*

Another particularly interesting feature of the sponsorship of new programs was the number of these that were not new to the radio audience. Among the large number of new network rated programs in 1944, the radio listener recognized many as long-established and popular sustainers. A glance at some of these sustainers-gone-commercial reveals a wide range of showmanship ideas and program types, such as: *America's Town Meeting of the Air;* Dunninger, *Hop Harrigan; What's The Name of That Song; Nick Carter; Theatre of Romance; Date Line; Corliss Archer; Garden Gate; Words At War; My True Story; Time Views the News.*

At the end of 1944, as at the end of 1943, Bob Hope and *Fibber McGee & Molly* continued to lead all nighttime programs in popularity. Jack Benny, who had placed third in December 1943, shared 3d place with Walter Winchell in December 1944. The year saw the loss of Red Skelton to the armed forces, and the disappearance of the *Maxwell House Coffee Time* and *The Great Gildersleeve* programs from among the top 15 as ranked a year ago. Newcomers in December 1944 to the top 15 leaders included *Truth or Consequences* and *The Fitch Bandwagon.*

The list of these top 15 nighttime leaders at the end of 1944 in 81 CAB cities is as follows:

Pepsodent Program—Bob Hope
Fibber McGee and Molly
Tie { Jack Benny
{ Walter Winchell
Kraft Music Hall
Sealtest Village Store
Chase & Sanborn Program
Lux Radio Theatre
Mr. District Attorney
Screen Guild Players
Abbott and Costello
Take It or Leave It
Time to Smile—Eddie Cantor
Truth or Consequences
Fitch Bandwagon

The 1944 winter season recorded 38 more commercial network daytime programs broadcast than during the preceding winter. The summer daytime picture presented a similar story with 29 more rated commercial programs. The increase in daytime sponsored programs, however, did not occur among the long-established serial dramas, but came from new program categories.

The biggest change among daytime leaders came in the weekend daytime category. In December 1943, leaders in this single broadcast category included *The Pause That Refreshes, The Prudential Family Hour,* and *Those We Love.* The first two places among the 1943 leaders were taken in 1944 by *The Westinghouse Program,* and *Grand Central Station.* The *Prudential Family Hour* finished 3d in 1944.

The list of the top 15 daytime leaders as of December 1944 includes:

When a Girl Marries
Kate Smith Speaks
Ma Perkins (CBS)
Breakfast at Sardi's (Kellogg)
Our Gal Sunday
Tie { Romance of Helen Trent
{ Portia Faces Life
Breakfast at Sardi's (P & G)
Big Sister
Stella Dallas
Pepper Young's Family
Aunt Jenny's Stories
Life Can Be Beautiful
Ma Perkins (NBC)
Lorenzo Jones

Top three weekend daytime pr grams:

Westinghouse Program
Grand Central Station
Prudential Family Hour

An analysis of the share of th total commercial air time devote to each of many program type over the past several years spotlights the principle changes in 194 The following tables summari program type rankings since 1937 1938 taken from official CAB records. Only the most popular of th program types are summarized.

EVENING PROGRAMS (WINTER SEASON)
(Rank in % of Total Commercial Evening Air Time)

	Drama	*Variety*	*News & Talks*	*Aud. Part.*	*Pop. Music*	*Fam. Music*
1943-4	1	2	3	5	4	6
1942-3	1	2	4	3	5	6
1941-2	1	2	5	3	4	6
1940-1	1	3	4	2	5	6
1939-40	2	1	5	3	4	6
1938-9	2	1	6	4	3	8
1937-8	2	1	5	7	3	--

DAYTIME PROGRAMS (WINTER SEASON)
(Rank in % of Total Commercial Evening Air Time)

	Serial Drama	*Other Drama*	*News & Talks*	*Variety*	*Children Program*
1943-4	1	4	2	3	5
1942-3	1	6	2	4	3
1941-2	1	3	2	4	5
1940-1	1	7	2	5	4
1939-40	1	5	3	4	2
1938-9	1	--	2	5	3
1937-8	1	5	2	4	3

D-Day

Radio played one of the biggest roles in its history in 1944 when it kept the nation informed of the invasion of the European continent.

A pre-invasion speech of President Roosevelt delivered at 8:30 p.m. Monday, June 5, 1944 attained a rating of 37.8% in the 81 U. S. cities surveyed by the CAB. A total of 96.9% of all sets in use were tuned to the President. This was the first time the Roosevelt audience had been checked in the 81-city sample.

The speech was delivered on invasion eve and its content was keyed primarily to the fall of Rome.

INVASION DAY—JUNE 6th—SHOWED A TREMENDOUS INCREASE IN GENERAL LISTENING LEVELS. The CAB index of overall listening for the daytime period of 9:00 a.m. to 6:30 p.m., (EWT) was a normal 13.0% for Tuesday, May 23. June 6th, the day of invasion, this index of average listening to all radio programs shot up to a 26.2%—a 100% increase in daytime listening activity ove the seasonal normal.

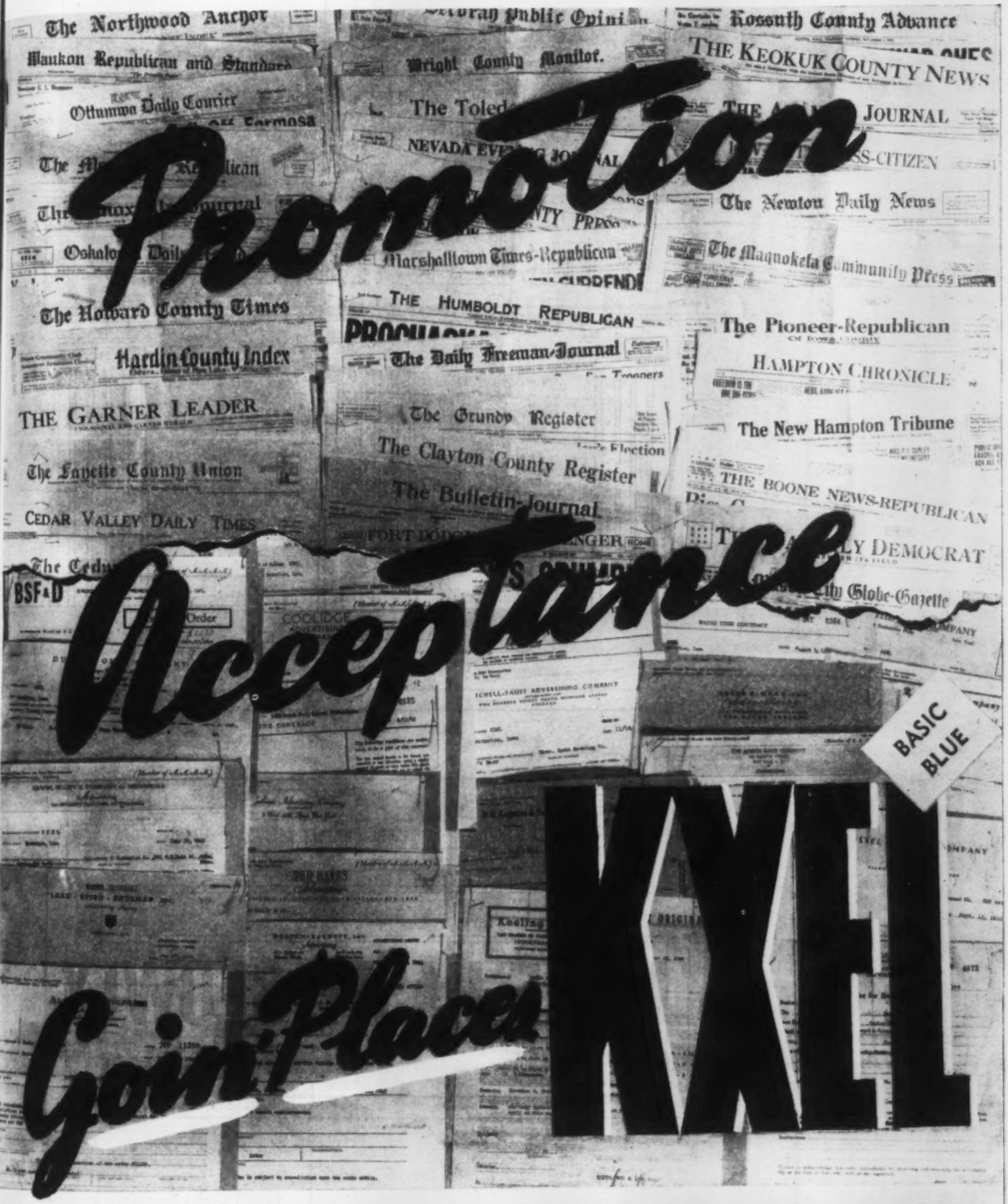
Evening listening for D-Day wa an average of 35.0% from 6:3 p.m to 10:30 p.m. (EWT) as com pared to a 24.6% Tuesday May 23 the last preceding Tuesday checke by the CAB. This represented 42% increase in average evenin audiences, most of whom wer dialed in for news, as networ schedules in general gave preced ence to war bulletins.

Presidential Election

The 1944 Presidential electio was conducted primarily over th radio and with the use of accepte commercial radio techniques to greater degree than any previou national election.

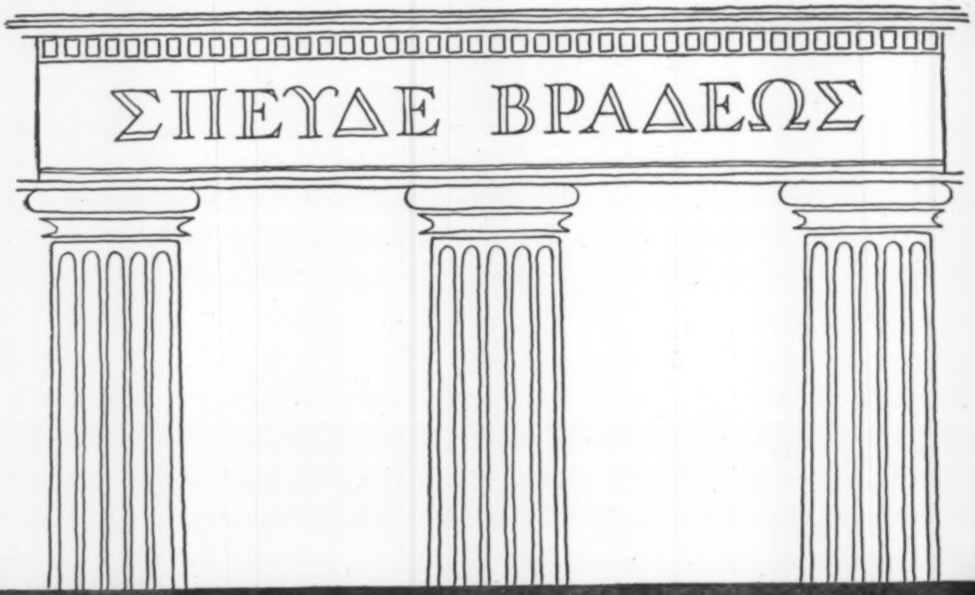
The 1944 campaign was the firs such campaign ever to be surveye continuously in a cross-section o all U. S. cities with a population o 50,000 or more. There were 61 po litical broadcasts rated by the CA in its 81-city sample during th election. Of these 61 broadcast

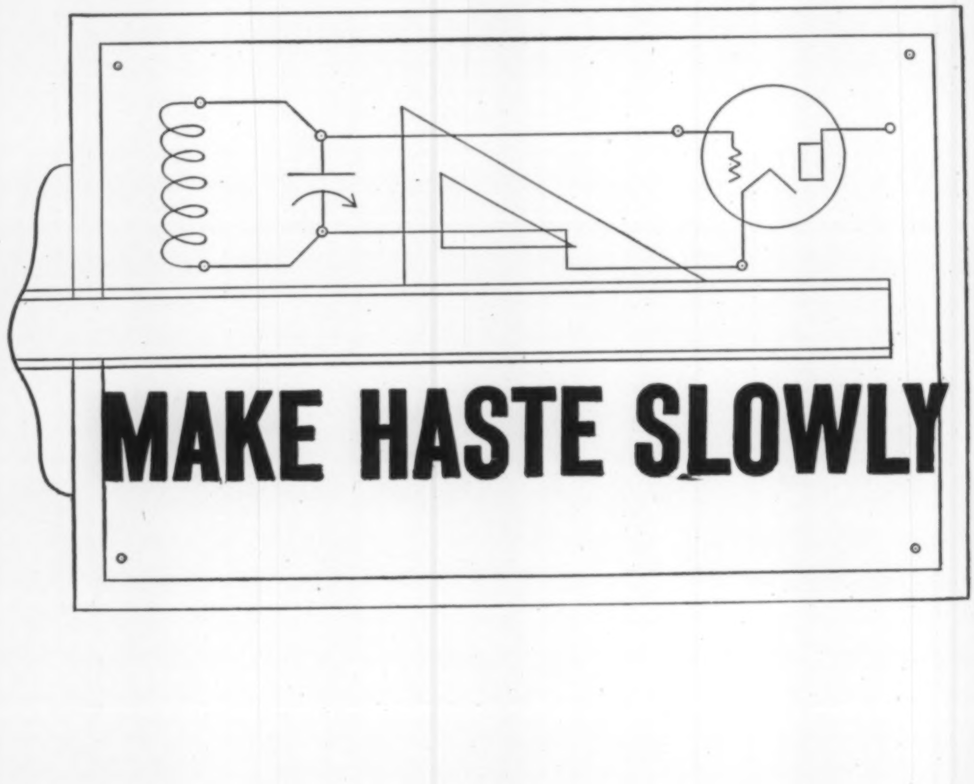
(*Continued on page 42*)


Promotion
Acceptance
Goin' Places
KXEL
BASIC BLUE
The Northwood Anchor
Decorah Public Opinion
Kossuth County Advance
Waukon Republican and Standard
Wright County Monitor
The Keokuk County News
Ottumwa Daily Courier
The Toledo
Journal
Nevada Evening Journal
The Newton Daily News
Marshalltown Times-Republican
The Maquoketa Community Press
The Howard County Times
The Humboldt Republican
The Pioneer-Republican
Hardin County Index
The Daily Freeman-Journal
Hampton Chronicle
The Garner Leader
The Grundy Register
The New Hampton Tribune
The Fayette County Union
The Clayton County Register
The Boone News-Republican
Cedar Valley Daily Times
The Bulletin-Journal
Democrat
Globe-Gazette
Order

JOSH HIGGINS BROADCASTING CO.
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA
• • REPRESENTED BY JOHN BLAIR AND COMPANY • •

50,000 WATTS
CLEAR CHANNEL


ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ


MAKE HASTE SLOWLY

From where we stand, we're aware of a challenging spotlight beamed on Mutual from all of Radio Row. The situation seems to call for a statement, so we dip into the classics to give you ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ. That's Greek to us, too, but in English it serves this network as a highly suitable text: "make haste slowly..."

In *any* field of endeavor, to make haste slowly means to make no premature promises of brave new worlds to come. For a radio network, it means *building*—soundly ...firmly...solidly—carefully deliberating every move.

Here at Mutual, we interpret ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ to mean an honest, searching inventory of all we have to offer. A close scrutiny of those factors which are good but which can be improved; an even closer scrutiny of those that are not-so-good and which *must* be improved. And a frank realization that both exist in Mutual. To make haste slowly also means the application of tested radio and advertising judgment to the practical problems of programs and stations and clients and listeners.

We think we've made a start. To the veteran minds at Mutual have lately been added other veteran talents new to this network. Working together in close harmony, this strengthened manpower is striving toward full and intelligent cooperation with advertisers . . . agencies . . . station operators . . . radio artists . . . program producers. Always, of course, in the interest of the listening public.

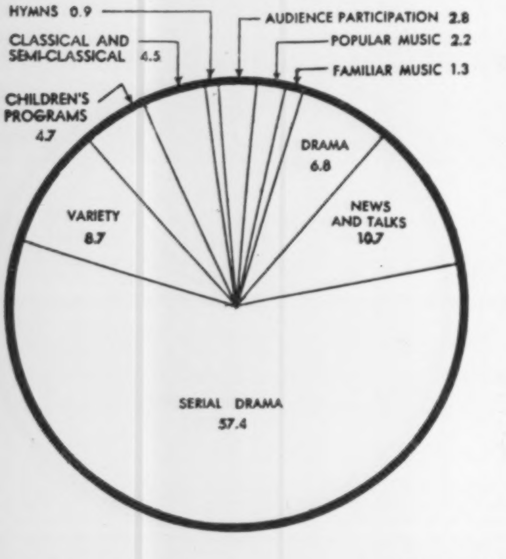
We'll keep you posted on our progress toward these goals, as we continue meantime to ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ.

MUTUAL
BROADCASTING
SYSTEM

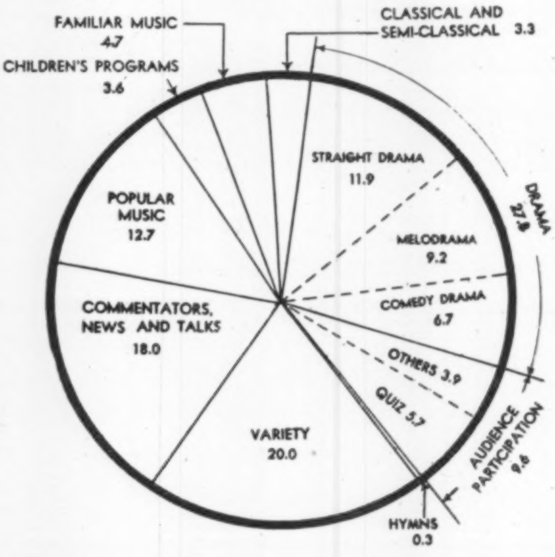
DIVISION OF COMMERCIAL NETWORK TIME
By Program Types

October 1943-April 1944

Daytime Programs

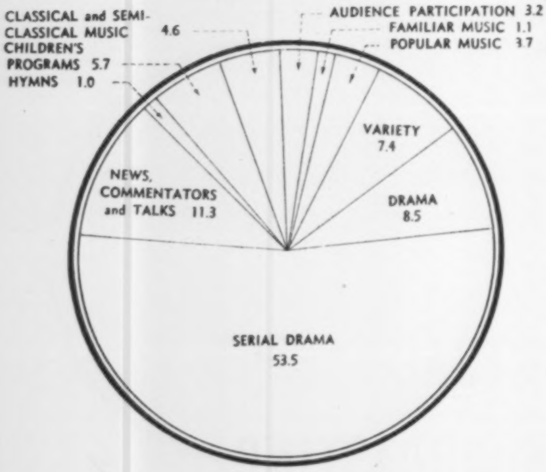


Nighttime Programs

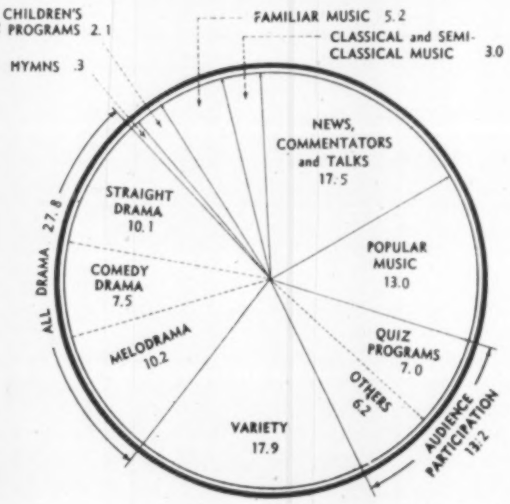


May-August 1944

Daytime Programs



Nighttime Programs



NOTE: Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week have been considered as 1¼ hours per week for the number of weeks investigated, 15-minute program three times a week ¾ hour, etc.

(*Continued from page 38*)

only 17 were those of President Roosevelt and Governor Dewey.

The average rating of each of these two candidates was *24.4* for President Roosevelt and *16.7* for Governor Dewey (rebroadcasts are not included in average rating). Thus the radio popularity of each candidate paralleled very closely the division of the popular vote for cities 50,000 or more in size as surveyed by the Crossley Presidential Poll. Once again radio proved itself to be a mirror of mass interest.

The most interesting radio debate between the two candidates was prompted by President Roosevelt's speech before the Teamsters Union September 23d which rated a 26.4. Governor Dewey's now famous reply was made from Oklahoma and his broadcast September 25th rated a 20.9.

The following is a summary of the leading 1944 political broadcasts rating higher than a 10.0 in the CAB's 81-city sample. All the other political broadcasts surveyed rated less than 10.0.

	Rating
Roosevelt, CBS & NBC—9/23	26.4
Dewey, NBC & Blue—9/25	20.9
Dewey, CBS—10/7	14.2
Roosevelt, NBC & Blue—10/21	22.3
Dewey, NBC & Blue—10/24	20.5
Rep. Nat. Com., CBS—10/25	13.9
Roosevelt, MBS & CBS—10/27	23.4
Dewey, NBC—10/31	12.9
Dewey, NBC & MBS—11/1	18.8
Roosevelt-Hannigan, NBC—11/2	21.2
Bricker, CBS—11/2	10.2
Roosevelt, CBS, NBC, Blue—11/4	27.7

War Bond Programs

The highest rated radio bond program broadcast under the auspices of the U. S. Treasury Department during the CAB interviewing weeks in 1944 was the four-network, hour program broadcast January 17th. It rated a 37.9. A close second came the five-minute talk by President Roosevelt on Sunday, Nov. 19, inaugurating the Sixth War Loan. He had a rating of 34.9.

Other bond programs rated as follows:

Sixth War Bond Program—11/18, 11.1; *Mission Unaccomplished*, Sixth War Loan—11/19, 10.5; Jean Hersholt, DeMille and others, Sixth War Loan—11/19, 7.6; *Liberation Cantata*, Sixth War Loan—11/19, 6.5; *Miracle on the Pullman*, Sixth War Loan—11/19, 3.5; Gabriel Heatter, Jane Cowl and others, Sixth War Loan—11/19, 2.8; Henry Morgenthau, Sixth War Loan—11/20, 6.7; *Quiz Kids*, Bond Rally, Sixth War Loan—11/20, 3.5.

News and Commentary

News programs in 1944 reached their highest volume to date in absolute numbers of programs—daytime and evening. However, nighttime news did not get the play from sponsors of new programs that other program types did. As a result, the summer season showed a slight drop-off in the percent of total commercial network evening time devoted to news and commentary.

News audiences benefited from the stimulus of such war events as D-Day (see chart on CAB 81-City Index of Radio Listening), the Presidential election, and the successive string of victories in the Pacific. Peak levels were not maintained throughout the year, however, and there is no evidence to show that this network program type continued to reflect any steady increase in audiences for the average sponsor.

During the 1943-44 winter season, the 26 news programs rated (compared with 22 during the previous winter) represented 18.0% of the total evening commercial broadcast time. This was an increase over the 16.4% for winter 1942-43, but marked a percentage drop from the 18.6% for the peak summer 1943 season with 26 nighttime news programs. This downward percentage trend continued during the summer of 1944 with a total of 27 nighttime news programs accounting for 17.0% of the total evening commercial broadcast time. There were still plenty of evening news programs on the air in 1944, but they did not share in the general increase in total volume of network sponsored programs of all types.

Sports Broadcasts

Analysis of daytime news programs revealed a different picture. The number of network daytime programs of this type jumped from 10 during the winter 1942-43 season to 16 during the winter 1943-44; took up 10.7% of total daytime commercial air time as compared with 5.5% for the previous winter. Summer 1944 showed an increase to 15 rated daytime news programs from the 10 rated during the summer 1943 season. Daytime news programs reached a new high of 11.3% of the total daytime commercial air time during the summer of 1944 as against 5.8% for the previous summer.

Sports programs, usually domi-

(*Continued on page 44*)

GREATER COVERAGE IN A MARKET WHERE

effective buying power

SHOWS A 102% GAIN*

ARKANSAS
KWKH
SHREVEPORT
TEXAS
LOUISIANA

In its primary area alone, KWKH serves 49 counties with a total population of 1,456,167.

Few markets can boast of so great an increase in the *effective buying power* of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of $573,000,000 over 1940 is from *basic industries* . . . industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this *intensely active* market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is *prosperous*, but there can be no doubt as to its *stability* in the postwar period. To get your full share of present and future sales opportunities you need *only* KWKH for it offers *greater coverage* than any other single medium.

The Shreveport Times Station

JOHN D. EWING
President

FRED OHL
Manager

KWKH

CBS ★ 50,000 WATTS

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

**Based on latest figures as compared with 1940 census.*

nantly popular with male audiences, were numerous but set no new records for high ratings in 1944. War-absent males in uniform were able to hear most special sports broadcasts via overseas shortwave. But absence of these younger males from their normal position near the "home" radio during sports broadcasts is probably the reason for the conservative level of listening to athletic events during 1944.

Highest rating of a sports program for the year went to the fourth (Sunday) game of the World Series which had a 14.2 coincidental rating in the 81-city CAB sample. This was the series in which the "rags-to-riches" St. Louis Browns met their own home-town favorites and rivals, the St. Louis Cardinals. The other two games of the Series that were rated by the CAB received a 10.8 and a 9.9 rating for the 3rd and 5th game respectively.

The greatest football event of the season was the Army-Navy game held December 2nd. The clash of these wartime juggernauts of the gridiron was broadcast over CBS and received an average Saturday afternoon rating of 8.7. Rating for the latter part of the game went as high as a 9.8.

The broadcast two weeks later of the National Professional Football League championship game (Green Bay Packers vs. New York Giants) rated a 4.2. No boxing bout rated during the year topped the 5.3 received November 24 by the Pete de Ruzza vs. Jimmy Doyle clash in Madison Square Garden.

An interesting development during the year was the extension of a regular CAB rating service to cover nationally broadcast live or transcribed "spot" programs. These are non-network programs individually spotted in hundreds of U.S. cities. In 1944 Broadcasting estimated that $75,000,000 was spent by radio advertisers for national spot broadcasting. A continuous survey of the national character of these audiences, therefore, resulted in some interesting rating figures.

The highest rated program of this type was the well-known *Esso Reporter* (early evening) with a 6.2 rating in December. Next came the daytime serial *Judy and Jane* which had a 5.9 rating, while not far behind was the half-hour transcribed *Longines Symphonette* with a 4.9 December rating. These programs revealed a popularity with audiences equal in some cases to average network levels.

Programs five minutes in length were rated regularly by the CAB during 1944. This was the first time this type of program had ever been rated nationally, although long-established and in many cases well-known to network listeners for a concise treatment of the news and subject matter.

Consistently leading this type of broadcast was the 8:55-9:00 p.m. CBS news spot with Bill Henry (Monday through Friday) which received a 10.2 rating and Bob Trout (Saturday and Sunday at the same time) who received a 9.1 rating in the 81-city sample. Both ratings are for the winter month of December 1944.

The New CAB

The Cooperative Analysis of Broadcasting is the only cooperative, nonprofit organization measuring radio listening. It expanded in 1944 both its field of research and the copyrighted information it offers to members.

The Board of Governors of the CAB is nominated by the American Assn. of Advertising Agencies and the Assn. of National Advertisers. Its members are: D. P. Smelser, chairman; John L. Bogert, George H. Gallup, treasurer; Robert B. Brown; Bernard C. Duffy; L. D. H. Weld; A. W. Lehman, president; George H. Allen, manager and secretary. In April 1944 the Board stated that its new expansion program was "an essential . . . stride toward its eventual goal of a rating service representing a true cross-section of all American homes, urban and rural, telephone and nontelephone."

Years of experimentation have led the CAB to rely more and more on the coincidental technique in its investigations. Many experiments with various techniques have resulted in the open-minded realization that each method carries its own limitation. For example, CAB ratings for latenight programs in the Eastern Time Zone are the result of the combined use of the day-part recall and coincidental techniques. All other ratings are produced by coincidental telephone interviews, producing an average audience rating.

At present, the dialing on which the CAB bases its ratings exceed more than 6,300,000 a year. The sampling is nearly three times the coincidental quota for CAB reports in 1943 and is 60 times as large as the 100,000 used in its early days.

Interviews are distributed among 81 cities of 50,000 or more in population in contrast with the previous field of 33 cities. By giving each city-size group its true representation, the CAB has achieved what it considers an adequate representation of the U. S. cities of 50,000 population and up.

A similar adjustment occurred in the geographic distribution of the new sample. The basis of the new distribution was an increase from four to the nine geographic areas as defined by the U. S. Census.

Tripling the dialings has resulted, of course, in a similar increase in the base for rating individual programs. The nighttime sample for each half-hour of broadcasting has been enlarged 160% to 4,020 calls while the quarter-hour daytime unit figured as five broadcasts a week on Monday through Friday, is now measured by a base 160% larger than in 1943, or 5,025 calls. Each rating is based on two weeks of interviewing.

The CAB uses the coincidental method of investigation. Interviewers ask what program and what station are being listened to at the time the telephone rang. People who answer "Don't know" are included in the sample. Homes dialed and found "busy" on the phone are excluded from the sample. The investigation periods run continuously through the day for programs originating from 9:00 a.m.-10:30 p.m. The sampling is collected at random from the telephone homes in the 81 cities forming the CAB national cross-section.

Ratings three times a year are now released on network programs for each of four city-size groups—for cities 50,000 to 100,000; 100,000 to 500,000; 500,000 to 1,000,000; 1,000,000 and over in population. Ratings are also released three times a year for the first time, based on seven U. S. geographic areas as contrasted to the normal four geographic areas to which network radio has been accustomed.

Regular Reports

This has resulted in the CAB being able to release to members twice-a-month ratings on limited network and regional network programs, ratings by the company sales territories of national advertisers, and ratings on nationally broadcast live or transcribed "spot" radio programs. Also included are eight reports a year giving brand identification ratings on each network program, and four reports a year giving the audience composition (men, women, and children) listening to each program.

Another innovation has been publication by CAB of six reports a year on the radio audience in each of the 81 cities it surveys regularly. These CAB City Reports reflect the audiences of approximately 275 stations, and evaluate the average program popularity of these stations six times throughout the seasons of the year. A particular innovation to the local radio scene is the strict city-by-city comparability of all of these local data by time of day, date of interviewing, interviewing method, etc.

During 1944 the participation in the CAB of advertisers, agencies, and other organizations interested in network radio was doubled.

Monthly Ranking of the 15 Nighttime Leaders For the Seven Winter Months—1943-44

(Based on Coincidental Ratings in 33 CAB Cities)

	For the Period	*Oct.*	*Nov.*	*Dec.*	*Jan.*	*Feb.*	*Mar.*	*Apr.*
Fibber McGee & Molly	1	2	1	1	2	1	2	2
Bob Hope	2	1	3	2	1	2	1	1
Chase & Sanborn Program	3	2	2	3	3	3	3	4
Jack Benny	4	–	5	4	5	4	4	9
Lux Radio Theatre	5	4	4	6	–	5	6	6
Joan Davis—Jack Haley	6	7	7	7	6	7	5	3
Aldrich Family	7	5	6	5	4	6	7	5
Mr. District Attorney	8	6	8	9	11	10	9	7
Abbott & Costello	9	–	12	10	7	11	10	10
Jergen's Journal-Walter Winchell	10	9	13	8	10	9	12	11
Kraft Music Hall	11	8	11	11	8	8	14	14
Screen Guild Players	12	10	10	14	10	12	7	7
Maxwell House Coffee Time	13	11	9	12	9	13	11	15
Take It or Leave It	14	12	14	13	11	14	13	12
Texaco Star Theatre-Fred Allen	15	--	--	--	12	15	15	13

Monthly Ranking of the 15 Nighttime Leaders For the Four Summer Months—1944

(Based on Coincidental Ratings in 81 CAB Cities)

Program	*For the Period**	*May*	*June*	*July*	*Aug.*
Jergen's Journal-Walter Winchell	1	7	4	1	2
Take It or Leave It	2	8	10	2	2
Mr. District Attorney	3	14	5	3	1
Screen Guild Players	4	11	6	5	8
Kraft Music Hall	5	10	8	3	31
Your Hit Parade	6	25	13	9	5
Lowell Thomas	7	28	18	6	4
Dr. Christian	8	30	14	8	16
Vox Pop	9	27	15	16	21
Can You Top This?	10	40	32	9	13
March of Time	10	35	16	--	61
Mr. & Mrs. North	10	37	24	15	17
The Thin Man	13	30	63	14	8
Fitch Bandwagon	13	21	20	24	54
People Are Funny	15	44	21	24	12

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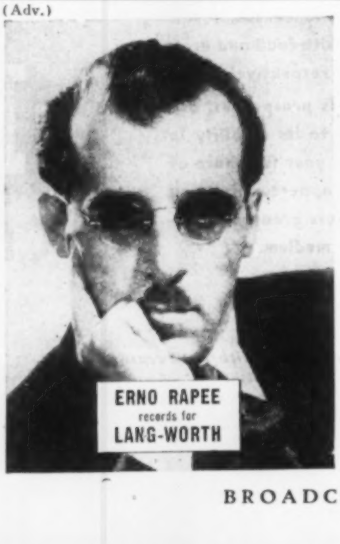
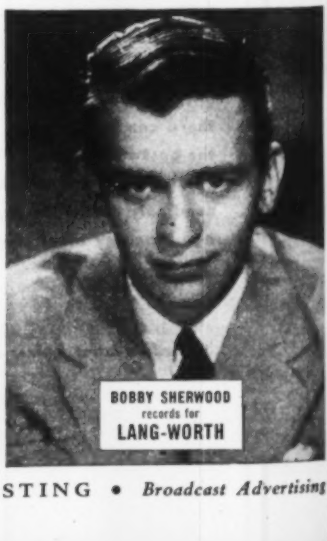
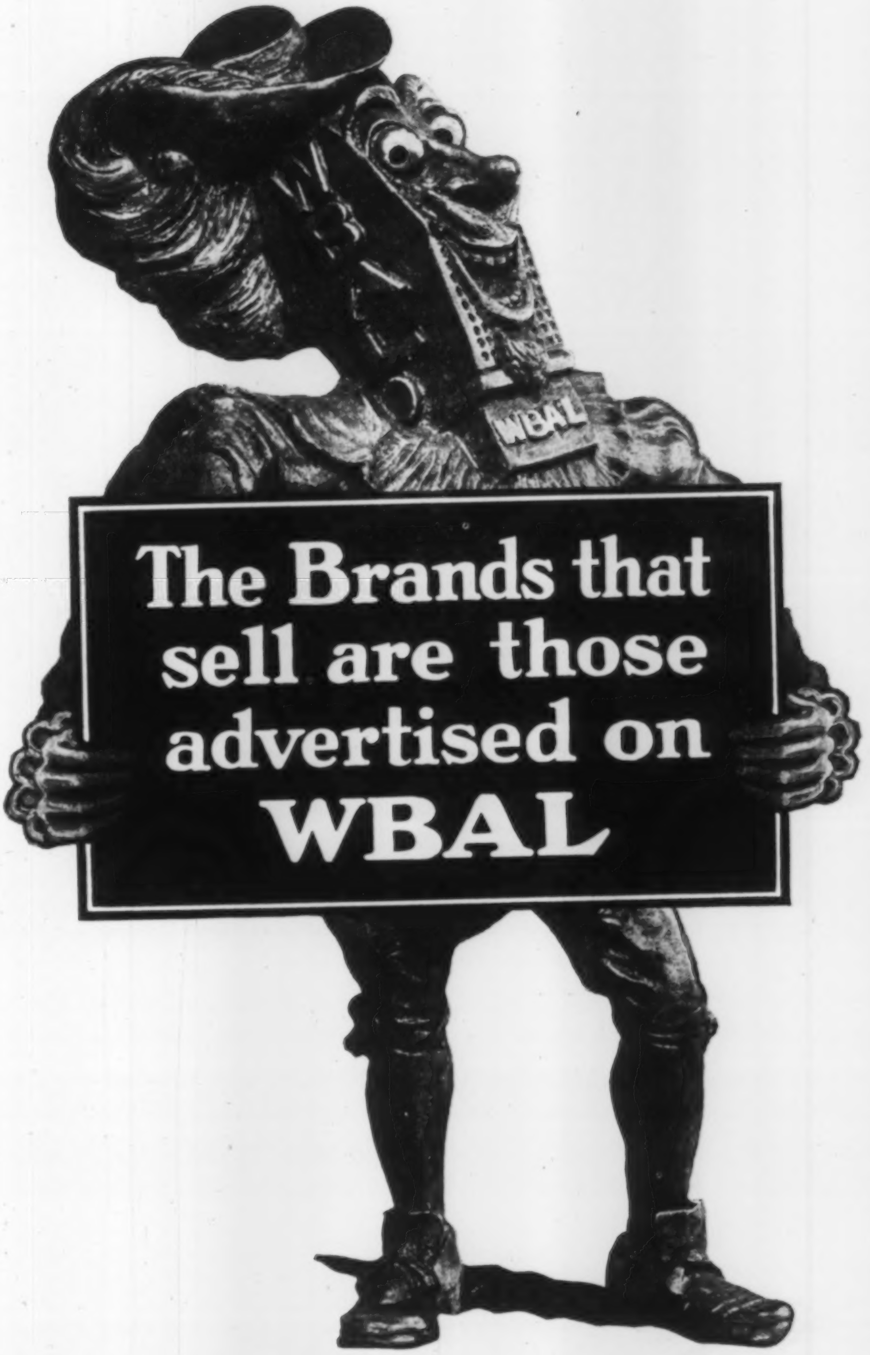
* Includes only programs broadcast at least three months of the four-month summer period.

Substitute program—Parsons-Oursler-Reynolds.

(Adv.)






WBAL
The Brands that sell are those advertised on WBAL

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

BALTIMORE

Hooper 1944 Radio Audience Analyses

By Matthew N. Chappell, Ph. D.
Consultant to C. E. Hooper, Inc.

IN THIS, the third year of the war, the wartime factors tending to limit radio audience size have become more pronounced. On the one hand are the increased size of the Armed Forces, greater employment and more spending money which tend to reduce the number of families at home, and on the other, gas rationing and difficulty of travel which tend to keep people at home. It is apparent that the influence of the former group has been relatively stronger in 1944 as may be seen from the smaller available audiences in both daytime and evening.

Two events during the year reflected themselves in unusually high sets-in-use. The first was D-Day and the second the Presidential election. From 7—10:30 p.m. EWT on D-Day the average sets-in-use was 40.7, with a peak of 53.0 occurring between 10 and 10:30 p.m. This is somewhat lower than the comparable average of 47.2 for Pearl Harbor. On election night all networks devoted their facilities to election returns. The average sets-in-use was 50.% for the period 7—10:30 p.m. EWT. Peak listening was 56.6% between 9 and 10:00 p.m.

Basic Factors

The four fundamental measurements which are basic to the operation of the radio industry are:

(a) The "Available Audience"—percent of the population at home and awake at a given time.
(b) "Sets-in-Use"—percent of homes listening to the radio at a given time.
(c) "Ratings"—percent of homes listening to specific programs.
(d) "Sponsored Broadcast Hours"—number of network hours per week devoted to sponsored programs.

Customarily in this space we review only the "Sets-in-Use" and "Available Audience" trends during the preceding year. However, in the present communication we shall also review the "Sponsored Broadcast Hours" trend, which has reached unusual highs in 1944.

The data used in these anlyses were obtained by C. E. Hooper, Inc., using the telephone coincidental method. Hooper interviewers in 32 large cities, in which each of the four major networks has a local outlet, call homes continuously during the broadcast of programs and ask the following:

1. Were you listening to your radio just now?
2. To what program were you listening, please?
3. Over what station is that program coming?
4. What advertiser puts on that program?

4a. How many men, women and children are listening?

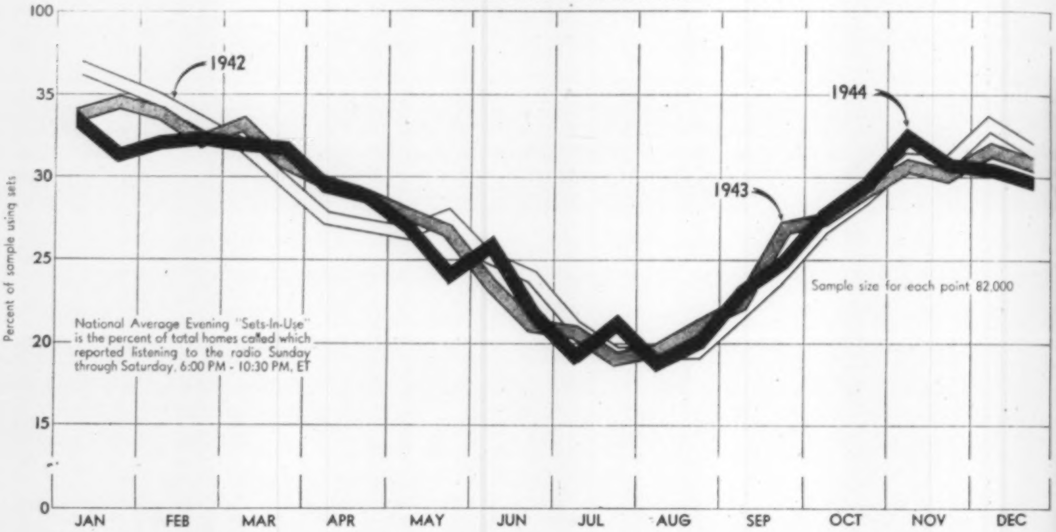
Hooper interviewers check daytime programs continuously during one week of each month. Two studies of evening programs are made each month: one in the first and the other in the third week.

CHART I

Hooper National Trends

SETS-IN-USE INDEX — EVENINGS

JANUARY 1942 - DECEMBER 1944



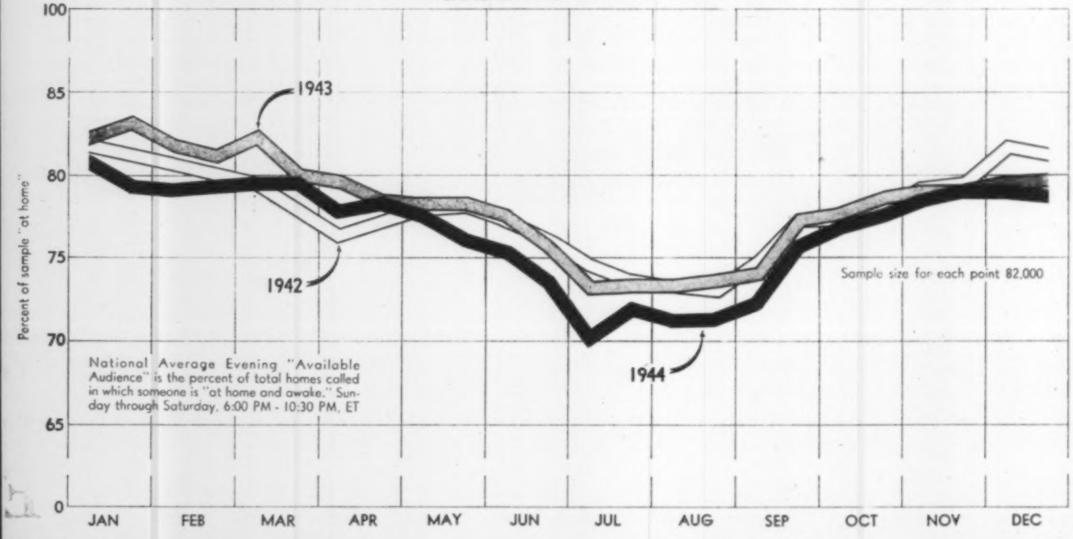
National Average Evening "Sets-In-Use" is the percent of total homes called which reported listening to the radio Sunday through Saturday, 6:00 PM - 10:30 PM, ET

CHART II

Hooper National Trends

AVAILABLE AUDIENCE INDEX — EVENINGS

JANUARY 1942 - DECEMBER 1944



National Average Evening "Available Audience" is the percent of total homes called in which someone is "at home and awake." Sunday through Saturday, 6:00 PM - 10:30 PM, ET

Evening Audience Trends

The trends of "Sets-in-Use"—"Available Audience"—and "Sponsored Broadcast Hours", for daytime and evening, for the period January 1942 through December 1944 are shown in the accompanying charts. Chart I shows that the monthly national evening "Sets-in-Use" Index has remained, in 1944, at much the same level as in 1943. In some months it has been slightly lower, and in others slightly higher; the trend lines for the two years cross each other repeatedly.

The fact that "Sets-in-Use" have been sustained at the 1943 level throughout the past year is particularly interesting in view of the conditions shown in Chart II, where it will be seen that throughout the past year "Available Audience" was somewhat lower than in 1943. The difference between the two years was more marked in January and February and during the summer months than it was in the later months of the year.

The greatest changes in radio's basic trends have occurred in connection with the "Sponsored Broadcast Hours" Index shown, for the evening, in Chart III. The trend line for 1944 is far above that for 1943, and in no month was there an over-lapping between the two years. This is the more notable in view of the fact that in 1943 "Sponsored Broadcast Hours" reached a higher peak than ever attained before that time. The more usual trends for evening "Sponsored Broadcast Hours" is shown in the 1942 line, where it may be seen that the number of hours decreased very greatly during the summer months. In 1944, however, the decline during the summer months was by no means marked, the numbr of "Sponsored Broadcast Hours" in August being almost as great as they were in January.

(Continued on page 48)

national 'names' sponsored LOCALLY ...make WXYZ a great station!

Eddie Chase.

First in California, then in Chicago, and now in Detroit . . . EDDIE CHASE and his phenomenally popular "Make Believe Ballroom" has the 'standing room only' sign up. Twelve hours a week he works for national clients such as A & P, Spur, Tootsie Rolls and some grand locals who know the selling power of Chase on Detroit ears.

XUM

Daytime Audience Trends

The daytime conditions are represented in Charts IV, V, and VI. These, like the evening charts, cover the years 1942, 1943 and 1944. Chart IV shows that the daytime "Sets-in-Use" in 1944, like those for the evening, have remained at about the same level as in 1943. In the early months, the lines for the two years cross each other, but since June 1944 averages have been the same or slightly less than those in 1943. In the daytime, as in the evening, the 1943 level of "Sets-in-Use" has been maintained despite the lower "Available Audience" in 1944 shown in Chart V. In only one month of the year—September—did the 1944 daytime "Available Audiences" equal those of 1943.

The lower "Available Audiences" in both daytime and evening are probably a reflection of the continued influence of increased employment and increase in the size of the Armed Forces which have more than neutralized the influence of gasoline rationing apparent in 1942.

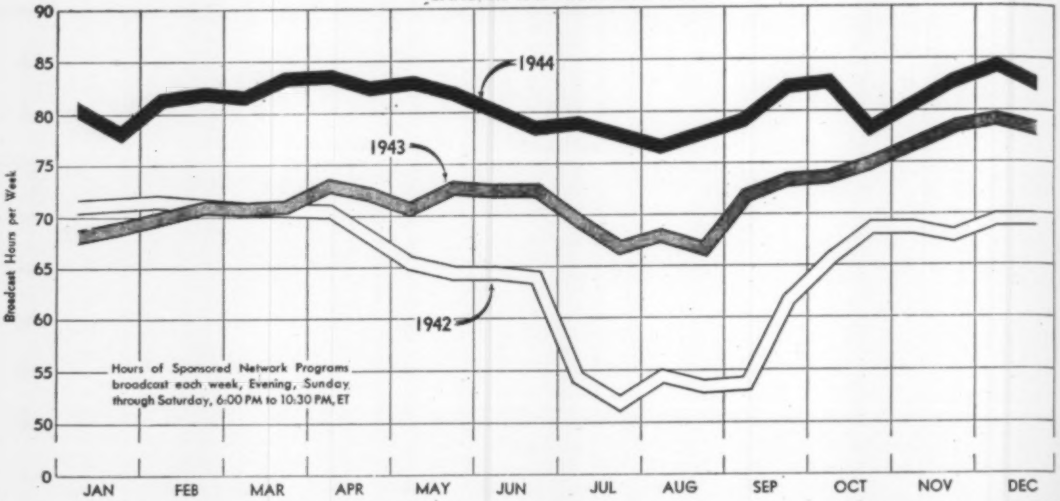
The "Sponsored Broadcast Hours" index for the daytime is shown in Chart VI. The difference between 1944 and 1943 is even more marked here than in the evening. The year started at a level about 45% higher than in 1943 and has ended about 10% higher. Rather than a seasonal decline appearing in "Sponsored Broadcast Hours" in the summer, this index reached its all time peak in June and July.

CHART III

Hooper National Trends

BROADCAST HOURS INDEX- EVENINGS

JANUARY 1942 - DECEMBER 1944



Hours of Sponsored Network Programs broadcast each week, Evening, Sunday through Saturday, 6:00 PM to 10:30 PM, ET

Under normal conditions, it would be expected that as the number of sponsored network programs increases, "Sets-in-Use" would also rise. However, "Sets-in-Use" have remained at about the same level for 1943 and 1944. The failure of "Sets-in-Use" to rise is probably the result of at least three factors: lower "Available Audience", fewer people in homes where someone is "at home" and progressive failure of receiving sets.

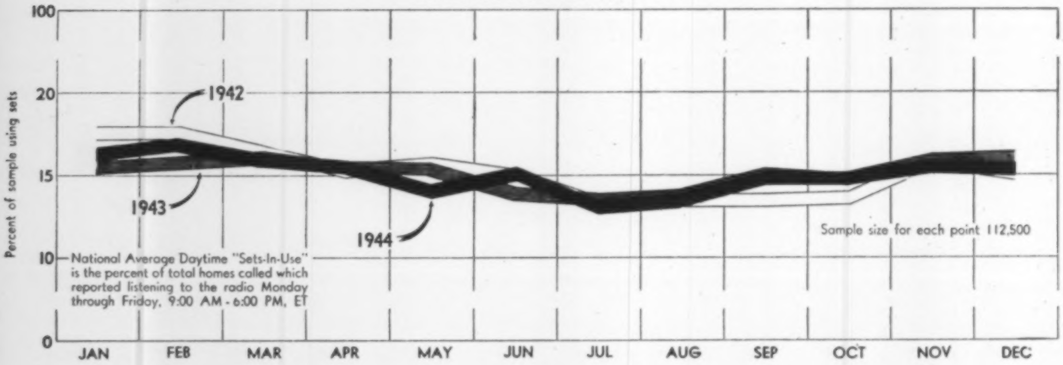
When "Sets-in-Use" remain at the same levels, it would be expected that as the number of "Sponsored Broadcast Hours" increases and the audience is split up among more "Sponsored Broadcast Hours" the average rating for shows would decline. The trend lines for average rating are not shown here. However, they have remained slightly lower than the 1943 levels for both the daytime and the evening. The greatest difference in the evening occurred in January, when the average rating for 1944 was 10.4 as compared with 12.6 for the same period in 1943. In the daytime, the greatest difference occurred in May when the average rating for 1944 was 4.3 compared with 5.3 for the same month in 1943.

CHART IV

Hooper National Trends

SETS-IN-USE INDEX — DAYTIME

JANUARY 1942 - DECEMBER 1944



National Average Daytime "Sets-In-Use" is the percent of total homes called which reported listening to the radio Monday through Friday, 9:00 AM - 6:00 PM, ET

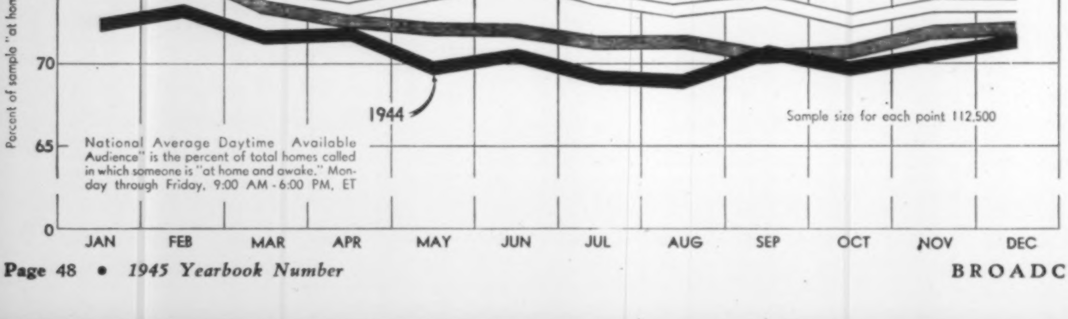
Sample size for each point 112,500

CHART V

Hooper National Trends

AVAILABLE AUDIENCE INDEX — DAYTIME

JANUARY 1942 - DECEMBER 1944



National Average Daytime Available Audience" is the percent of total homes called in which someone is "at home and awake." Monday through Friday, 9:00 AM - 6:00 PM, ET

Sample size for each point 112,500

Top Ranking Evening Programs

The top ranking evening programs as of Dec. 15, 1944 and 1943 are shown in List 1 and 2.

LIST 1

December 1944 Evening Ratings

1. Bob Hope	34.3
2. Fibber McGee and Molly	29.3
3. Bing Crosby	25.2
4. Charlie McCarthy	24.9
5. Joan Davis with Jack Haley	23.7
6. Walter Winchell	23.0
7. Radio Theatre	21.3
8. Abbott and Costello	21.2
9. Mr. District Attorney	21.0
10. Eddie Cantor	20.7
11. Jack Benny	20.5
12. Screen Guild Players	19.6
13 *Hildegarde	19.4
14. Kay Kyser	18.5
15. Your Hit Parade	17.4

* Includes Computed Measurement for Eastern Area Portion of this Network Hooperating.

LIST 2

December 1943 Evening Ratings

1. Fibber McGee and Molly	31.8
2. Charlie McCarthy	30.7
3. Bob Hope	29.2
4. Joan Davis with Jack Haley	27.0
5. Aldrich Family	26.0
6. Walter Winchell	25.4
7. Jack Benny	25.3
8. Radio Theatre	25.3
9. Abbott and Costello	24.5
10. Frank Morgan—Fanny Brice	23.2
11. Mr. District Attorney	22.8
12. Bing Crosby	22.7
13. Screen Guild Players	22.4
14. Take It Or Leave It	22.1
15. Fred Allen	20.4

It will be seen from scanning the ratings that the range in the rating size in the top fifteen evening programs reveal important differences. Further only 11 of the programs in List 2 also appear in List 1. The new comers to List 1 are Kay Kyser (first ½ hour), Eddie Cantor, Your Hit Parade, and Hildegarde.

Top Ranking Daytime Programs

The top fifteen weekday daytime programs for December, 1944 and

That's what happens to

SALES

when you advertise on

THE
STATION
THAT
SELLS

WPEN

PHILADELPHIA • PA •

950 ON THE DIAL • 5000 WATTS

RETAIL RADIO SALES IN THE UNITED STATES, 1922 - 1944

(Compiled for the 1945 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio & Television Retailing")

	Total Sets Sold		Total Tubes Sold		Auto Sets Sold		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922.......	100,000	$5,000,000	1,000,000	$6,000,000	....	....	$60,000,000	[1] 60,000	....	[1]400,000
1923.......	550,000	15,000,000	4,500,000	12,000,000	....	....	1[illegible],[illegible]0,000	1,000,000	....	[1]1,100,000
1924.......	1,500,000	100,000,000	12,000,000	36,000,000	....	....	[illegible]00,000	2,500,000	....	3,000,000
1925.......	2,000,000	165,000,000	20,000,000	48,000,000	....	....	[illegible],000,000	3,500,000	....	4,000,000
1926.......	1,750,000	200,000,000	30,000,000	58,000,000	....	....	[illegible]6,000,000	5,000,000	....	5,000,000
1927.......	1,350,000	168,000,000	41,200,000	67,300,000	....	....	425,600,000	6,500,000	....	6,500,000
1928.......	3,281,000	400,000,000	50,200,000	110,250,000	....	....	690,550,000	7,500,000	....	8,500,000
1929.......	4,428,000	600,000,000	69,000,000	172,500,000	....	....	842,548,000	9,000,000	....	10,500,000
1930.......	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	....	13,000,000
1931.......	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932.......	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933.......	3,806,000	180,500,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934.......	4,084,000	214,500,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	26,000,000
1935[2]......	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936[2]......	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937[2]......	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938[2]......	6,000,000	210,000,000	75,000,000	93,000,000	800,000	32,000,000	350,000,000	28,000,000	6,000,000	40,800,000
1939[2]......	10,500,000	354,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	28,700,000	6,500,000	45,300,000
1940[2]......	11,800,000	450,000,000	115,000,000	115,000,000	1,700,000	60,000,000	584,000,000	29,200,000	7,500,000	51,000,000
1941[2]......	13,000,000	460,000,000	130,000,000	143,000,000	2,000,000	70,000,000	610,000,000	29,700,000	8,500,000	56,000,000
1942[2]......	4,400,000	154,000,000	87,700,000	94,000,000	350,000	12,250,000	360,000,000	30,800,000	8,750,000	59,340,000
1943[2]	[3] 700,000	[3] 24,000,000	17,000,000	19,000,000	....	....	60,000,000	[4] 32,500,000	8,000,000	57,000,000
1944	....	....	22,000,000	25,000,000	....	....	70,000,000	[5] 33,100,000	7,000,000	55,000,000

[1] Includes home-built sets.

[2] Figures for sets include value of tubes in receivers. Totals include exports. In normal years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.

[3] Based on Survey of Consumer Requirements, made at the request of the War Production Board Office of Civilian Requirements by the Bureau of the Census, U. S. Dept. of Commerce, Dec. 1943 (Broadcasting, Dec. 20, 1943). Estimate of 700,000 sets sold includes 350,000 new and 350,000 used sets.

[4] Based on WPB Survey of Consumer Requirements (Broadcasting, Dec. 20, 1943).

[5] Based on NAB estimate which includes homes possessing a usable radio set in any condition either working or temporarily not working because of missing tube or other part.

FCC POLICY AND PROCEDURE UNDER EQUIPMENT FREEZE ORDER

EDITOR'S NOTE: New or modified construction of broadcast stations has been frozen by joint action of the FCC and the War Production Board as a wartime measure. On Jan. 16, 1945, the FCC issued a supplemental statement interpreting its "freeze policy". On Jan. 25, 1945, a statement of procedure to be followed in handling of standard broadcast applications under the Jan. 16, 1945 statement of policy was issued by the FCC. These follow in full text:

January 16, 1945

SUPPLEMENTAL STATEMENT OF POLICY CONCERNING APPLICATIONS FOR PERMITS TO CONSTRUCT NEW RADIO STATIONS OR MAKE CHANGES IN EXISTING RADIO FACILITIES

The Commission's Statement of Policy of January 26, 1944, relating to the construction of new radio stations and the making of improvements in existing radio facilities, is to be interpreted in the light of present conditions, which require that all available manpower and critical materials be devoted to the furtherance of the war program.

In this connection, the WPB has advised the Commission that:

> Installation of new broadcasting services will be reviewed with extreme care. All such applications received and showing that the required equipment was on hand were approved until the latter part of December. The increasing problem of finding manpower for war industries has made it necessary to consider the manpower needed to construct, operate and provide maintenance for additional stations.
>
> It is not felt that the general premise that 'broadcasting is in the war interest' will longer suffice to support the use of manpower and maintenance materials for new stations. Applications must be critically reviewed from the standpoint of available manpower and the *need for the service to contribute to the war effort.* The use of manpower cannot be approved unless an actual contribution is to be made.

In view of this, it will be the Commission's policy to designate for hearing all applications involving construction of new standard broadcast stations unless the applicant establishes (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcast station and (2) that all requirements of the January 26, 1944 Statement of Policy have been met.

Applications for changes in existing standard broadcast facilities will be handled in the same manner except where the change does not involve substantial construction work and costs less than $500.

No change will be made in the Commission's handling of commercial FM and Television applications which will be kept in the pending file.

January 25, 1945

PROCEDURE TO BE FOLLOWED IN HANDLING STANDARD BROADCAST APPLICATIONS UNDER THE JANUARY 16, 1945, SUPPLEMENTAL STATEMENT OF POLICY

1. On January 16, 1945, the Commission issued a supplemental statement interpreting its policy of January 26, 1944.

2. In order to carry out the policy, applications for new standard broadcast stations or for changes in facilities will be handled in the following manner:

(a) *Application filed prior to January 26, 1945, upon which the Commission has taken no action.*—All applications in this category will be held in status quo unless:

(1) The applicant files a petition requesting the Commission to proceed with the processing of his application for a decision under the Supplemental Statement of Policy of January 16, 1945. Upon receipt of such petition the application will be processed and if the requirements of the supplemental statement of policy are met and the Commission finds that the granting of the application is in the public interest, a conditional grant will be issued. If the Commission's examination indicates that the requirements of the supplemental statement of policy have not been met the application will be designated for hearing and promptly heard on that single issue. If the hearing establishes inability to comply with the supplemental statement of policy, the application will be denied. Under Section 1.369, FCC Rules, the effect of this would be to prohibit consideration of a similar application of the same applicant for facilities to serve the same area in whole or in part for a period of one year.

(2) The Commission on its own motion removes an application from the pending file and designates it for hearing for the purpose of determining issues which in the Commission's opinion would require a hearing even if no question as to availability of materials and manpower were presented. If after a hearing it appears that such applications could, except for the supplemental statement of policy, possibly be granted, they will be returned to the pending file. On the other hand, if it appears that the record made on the other issues requires a denial, such action will be taken.

(b) *Applications filed prior to January 26, 1945 which have been designated for hearing but no hearing has been held.*—All applications in this category will be retained in status quo and the hearing continued until further notice unless:

(1) The applicant petitions the Commission to proceed with the hearing in the light of the Supplemental Statement of Policy adopted January 16, 1945.

(2) The Commission on its own motion determines that the hearing should go forward for the purpose of determining issues other than those pertaining to the availability of manpower and materials.

After hearing, all such cases will be disposed of in the manner set forth in paragraph (a).

(c) *Applications filed prior to January 26, 1945, in which a hearing has begun but the record has not yet been completed.*—In cases in this category, the Commission will proceed with hearings for the purpose of completing the record. Upon completion of the record the case will be held in the pending file unless it appears that it can be granted under the terms of the supplemental statement of policy, or unless the applicant petitions for a determination on the merits in the light of this policy. Consolidated proceedings involving applications as to which hearings have begun and in addition applications as to which hearings have not yet begun will be treated under this category.

(d) *Applications filed prior to January 26, 1945 as to which hearings have been concluded.*—The Commission will announce decisions in cases which have been heard where:

(1) A grant is possible under the terms of the Supplemental Statement of Policy of January 16, 1945.

(2) A denial is necessary regardless of the availability of materials or manpower.

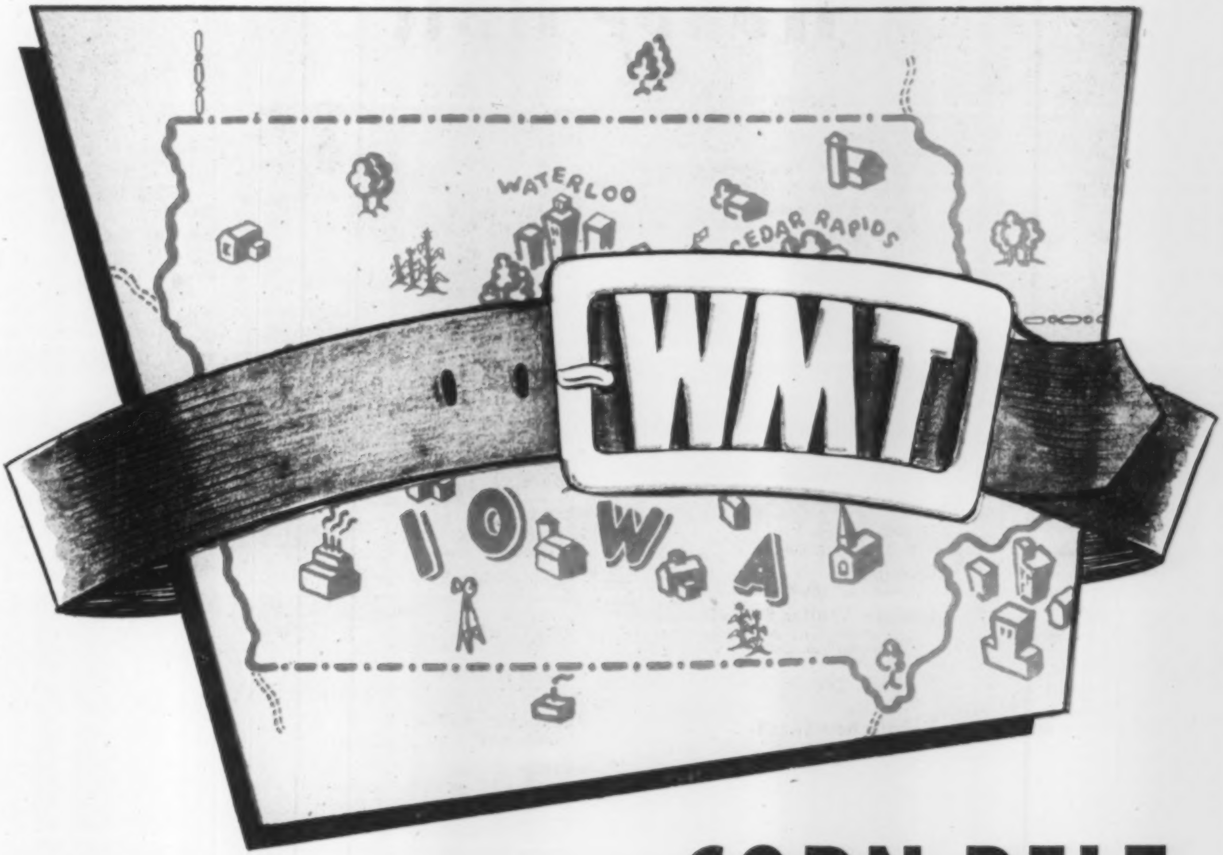
No action will be taken in cases where a grant would be possible except for the supplemental statement of policy.

(e) *Applications filed subsequent to January 26, 1945.* All such applications will be processed and determined in accordance with the supplemental statement of policy. If the application meets the conditions of this policy and is otherwise in the public interest, a conditional grant will be made. If the application does not meet the requirements of the supplemental policy, it will be designated for hearing and promptly heard on that single issue. If, as a result of such hearing, it is established that the requirements of this policy are not met the application will be denied. (See Section 1.369 FCC Rules.)

3. When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of January 26, 1944 as supplemented January 16, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force.

FEDERAL COMMUNICATION COMMISSION

T. J. SLOWIE,
Secretary



the Buckle on the CORN BELT

. . . tying up the greatest listening audience . . . the greatest *BUYING* audience in the country

One billion and a half dollars is a lot of bucks! In the corn country that represents plenty of buying power for your products. Today . . . WMT reaches an audience where 96.9% of the families own radios. (The U. S. average is only 88.9%.) In 1945 you can't afford not to have WMT on your regular schedule.

CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS · DAY and NITE · 600 KC.
BASIC COLUMBIA NETWORK

Represented by the Katz Agency

Honor Roll

UNITED STATES

Anderson, Ervin E.
(WHKY) S. 1/C.—N (killed in action)

Anglin, Grady
(KFQD)—(killed in action)

Barton, Bus
(WLW) M (killed)

Baumann, Jay
(WJAG) Sgt.—A (died of wounds)

Bebb, Charles
(KCKN) AAF (missing in action)

Blossom, Charles
(KOMA) (missing in action)

Boice, Orrin Kendall
(Son of Hugh Kendall Boice, WQXR) Lt.—N (missing in action)

Bowers, Jerome K.
(WMSL) 2nd Lt. (killed in action)

Brimberg, Isaac
(WNYC) Maj.—A (died)

Brunner, Russell
(WBAA) Lt. Col.—A (missing in action)

Burch, Joseph
(RCA) Maj.—A (killed in action)

Byers, Ben
(NBC) F/O—A (missing)

Carleton, Samuel
(KFAB) Ens.—N (killed in training)

Carroll, James
(WCSC) Lt.—A (killed in action)

Carter, Kenneth
(WNAC) Lt.—A (killed)

Case, John W.
(Son of FCC Commissioner N. S. Case) Lt.—A (killed in action)

Chapman, Don
(Don Lee) Sgt. (killed in action)

Chase, Donald
(WTMJ) Lt.—A (killed in action)

Clapper, Raymond
(MBS) war correspondent and commentator (killed in plane crash)

Clifton, John
(KVEC) A (killed in action)

Council, Carlyle C.
(Son of C. C. Council, WDNC) Pvt. (missing in action)

Cox, Vern
(KSO-KRNT) Lt. (missing in action)

Crocker, Don
(NBC) N (killed in action)

Cuhel, Frank J.
(MBS) war correspondent (killed in plane crash)

Dalby, Carl
(KOMA) MS (missing in action)

Dalley, Fenton
(KSUB) (killed in action)

Dodd, LeRoy
(KUOA) Lt.—A (killed)

Dodson, Lee
(KUOA) Lt.—AAF (missing in action)

Doherty, J. E.
(Son of Frank P. Doherty, KRKD) Capt. (killed in action)

Donohue, William J.
(WGN) Lt. (missing in action)

Elliott, Douglas A.
(RCA Communictions) Lt. Comdr. N C (died in service)

Frear, Robert
(WIBX) Lt.—A (killed in action)

Freeman, Robert L.
(KFPW) Sgt.—A (missing in action)

Fuld, Stephen
(CBS) Ens.—CG (missing in action)

Gillett, David L.
(Son of Glenn Gillett, consulting radio engineer) PFC-A (killed in action)

Glenn, Leigh
(KGKB) (killed in action)

Gorsuch, Ken
(KFXJ) Sgt.—AAF (missing in action)

Graeser, Judd
(KUOA) Pvt.—M (missing in action)

Graham, Charles
(WSOY) Sgt.—AAF (missing in action)

Green, Robert
(NBC) Ens.—N (killed)

Gunn, Bill
(KHMO) A (killed in action)

Guthrie, Walter Russell
(Son of Frederick P. Guthrie, RCA Washington Manager) Capt. (missing in action)

Harbert, Dick
(KTFI) Lt.—AAF (missing in action)

Heitoff, Bob (Red)
(CBS) Lt. (missing in action)

Johnson, Basil
(WDBJ) Sgt.—A (missing in action)

Johnson, Curtis Gillman
(radio sound effects technician) Capt. (missing in action)

Johnson, Mark
(WSAV) N (killed in action)

Kalligeros, Val John
(NBC) Lt. (killed in plane crash)

Kearney, Francis
(WRUF) Lt.—A (missing in action)

Kops, Stanley
(KFWB) Pvt.—M (killed in action)

Lovejoy, Alice E.
(Blue) WASP (killed in plane crash)

Mandia, John
(KGLO) Sgt.—AAF (killed in service)

Massomiam, Zavian
(WQXR) Lt.—A (missing in action)

McClelland, Thomas
(KLZ) Ens.—N (killed in action)

McDonald, George
(WCOP) S/Sgt.—A (died in service)

McGlogan, Frank J.
(WJR) Lt.—AAF (killed in action)

McIntire, Roger R.
(KADA) Lt.—A (killed in action)

Meininger, Walter
(KMBC) Lt.—A (killed in action)

Miller, Glenn
(radio orchestra leader) Maj. (missing)

Miller, Sam
(KLRA) RM1/C—N (killed in action)

Mills, Alma 'Buddy'
(KVRS) A (missing in action)

Millsap, John
(WMGA) Lt.—A (killed in action)

Morris, Tom
(KMBC) Lt.—A (killed in action)

Naeseth, Franz
(WMFG) Pvt. (killed in action)

Nash, Herbert
(WSTV) Pvt.—A (died in service)

O'Neil, Hugh F.
(Son of W. O'Neil, Yankee Network) Lt. (killed in plane crash)

Orr, Ben Jr.
(KTRH) Lt.—A (killed in action)

Osborn, Wendell
(WWJ) Lt. Com.—N (missing in action)

Pavlis, John K.
(WMT) Lt. (missing in action)

Peterson, Robert
(KYSM) 2nd Lt. (killed in plane crash)

Poore, J. E.
(WHBQ) A (killed in action)

Pulver, Buzz
(WJOB) Pvt. (missing in action)

Rapley, Frank
(WMJM) (missing)

Reeves, Don
(KFH) N (died in service)

Sanford, Larry
(WDZ) Cpl.—A (died in service)

Schoener, Gilbert R.
(KFAM) Lt. (killed in action)

Seale, E. E.
(KSAM) Ens.—N (killed in action)

Smith, B. A.
(KGKB) N (died in service)

Smith, Robert
(KRBM) ARM2/C—N (killed in action)

Snyder, Bob
(WGBI) Lt.—A (missing in action)

Snyder, Geo. K.
(WHLS) Lt. (killed in action)

Speas, Robert
(WHEC) Lt. (killed in action)

Sproul, Derby
(KLZ) Capt.—A (killed in action)

Stronks, Jack
(KTRI) (killed in action)

Sullivan, Burr L.
(KTSA) Lt.—A (missing in action)

Swallow, Charles
(Son of John W. Swallow, Television Enterprises Inc.) Lt. (killed in plane crash)

Symons, Tom W. 3d
(KFPY KXL) Lt. (missing in action)

Thomas, Bob
(WFLA) 2nd Lt. (killed in plane crash)

Thompson, Browder Julian
(RCA radio research specialist) (killed in action)

Treanor, Tom
(NBC) war correspondent (killed in France)

Trocha, Dick
(WALL) N (killed in action)

Utley, Louis
(NBC) Lt.—A (killed in action)

Williams, Tom
(WLS)—(killed)

Young, Douglas
(KMTR) (killed in action)

PRISONERS OF WAR

Brown, Theodore
(WSLS)

Bryan, Wright
(WSB NBC) war correspondent

Carey, William
(WRUF) Lt.—A

Chandler, Barron
(NBC) Lt.—N

Hart, George
(Radio Engineer) Maj.—A

Clinton, Jack
(CBS) Ens.—N

Garey, John
(NBC) Lt.—A

Hansen, Kermit
(KOWH) Maj.—A

Jacoby, Elliot
(WIP) Pvt.—A

Kalbfleisch, Edwin E.
(KWK) Lt.

Warnow, Morton C.
(Son of Mark Warnow, CBS conductor) Sgt.-A

Watts, Lowell
(WLW) Lt.—A

Winterman, Mike
(KFPY) Cpl.—M

CANADA

Allen, Norman
(CFCO) RCAF (missing in action)

Burton, Gordon
(CFRN) RCAF (killed in action)

Cole, Ed
(CKNB) RCAF (missing in action)

Courtney, Ernie
(CFCH) Pvt.—A (missing in action)

Ferry, Denys
(CFSO) F.O.—RCAF (prisoner of war)

Frankeson, N.
(CKRM) A (died in service)

Godbehere, J.
(CFCF) Sgt.—RCAF (died in service)

Hammond, Allan
(CFCF) RCAF (prisoner of war)

Hodgkinson, Brian
(CKY) Flt. Lt.—RCAF (prisoner of war)

Irvine, Dick
(CJLS) RCAF (killed in action)

Jarvis, Sturdee
(CJIC) A (killed)

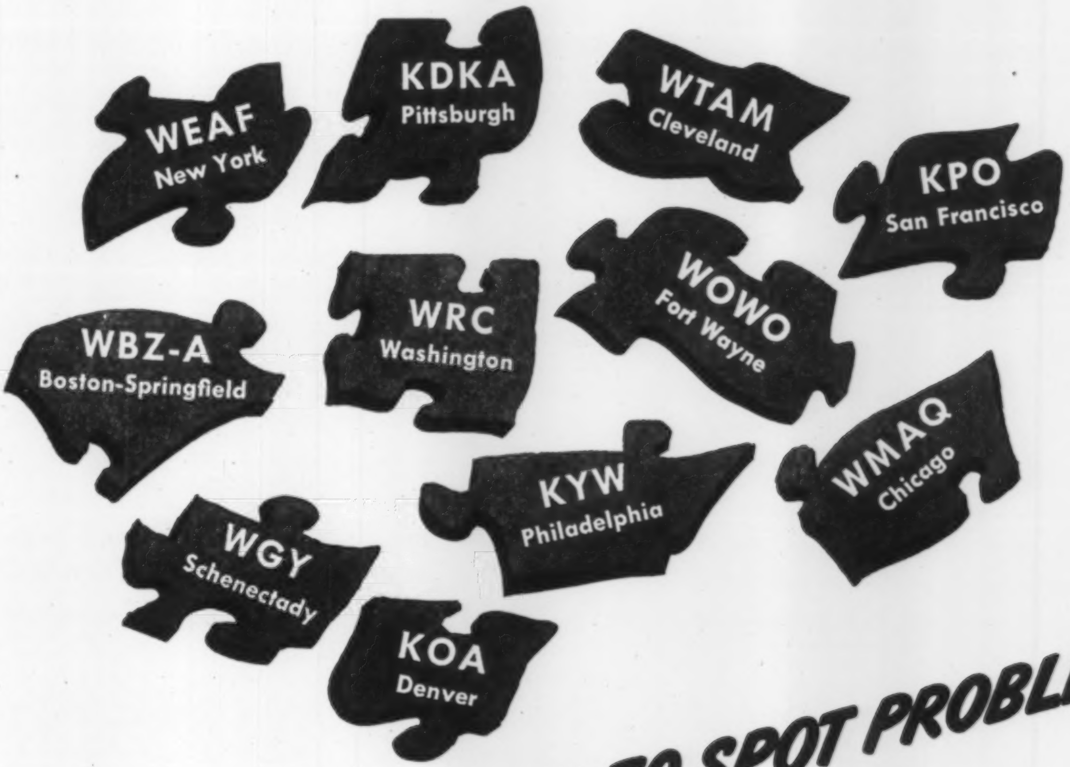
Law, H. N.
(CKCK) Flt. Sgt.—RCAF (missing in action)

McLaughlin, J.
(CFCF) N (died in service)

Peppler, Calvin
(CKY) RCAF (prisoner of war)

Sedgwick, Roland
(KFRB) RCAF (killed in action)

Thomas, Roger
(CHRC) A (prisoner of war)


WEAF
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KDKA
Pittsburgh
WTAM
Cleveland
KPO
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WSFA	Montgomery	Marguerite Daniel
WLAY	Muscle Shoals	George W. Orton

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KWJB	Globe	Willard Shoecraft
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KPHO	Phoenix	Jack Wages
KTAR	Phoenix	John Snow
KGLU	Safford	Norman B. Harrington
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KHSL	Chico	Thomas Nelson
KXO	El Centro	Jerry Oppel
KIEM	Eureka	Betty Wilson
KFRE	Fresno	Joe Smith
KMJ	Fresno	Ray Rodgers
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KMTR	Hollywood	Kenneth O. Tinkham
KHJ	Hollywood	Les Mawhinney
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KROW	Oakland	John K. Chapel
KPAS	Pasadena	Carl Saunders
KWKW	Pasadena	Marshall Farnum
KVCV	Redding	Roy D. Will
KPRO	Riverside—San Bernardino	Don Fedigan
KFBK	Sacramento	Tony Koester
KFMB	San Diego	Hal Moon
KFRC	San Francisco	Darrell Donnell
KGO	San Francisco	Frank La Tourette
KPO	San Francisco	Charles Cooney
KSFO	San Francisco	Austin Fenger
KYA	San Francisco	William H Brown
KQW	San Jose	Grant Holcomb
KVEC	San Luis Obispo	Les Hacker
KHUB	Watsonville	Rod Richards

COLORADO

KFEL	Denver	Wally Reef
KLZ	Denver	Earl McCain
KMYR	Denver	Ben Bezoff
KOA	Denver	Carl Mehl
KIUP	Durango	R. M. Beckner
KFXJ	Grand Junction	Rex Howell
KGHF	Pueblo	J. H. McGill

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WICC	Bridgeport	Robert Maguire
WDRC	Hartford	Harvey H. Olson
WHTD	Hartford	Milton Berkowitz
WTHT	Hartford	S. B. Gammell
WTIC	Hartford	Thomas Eaton
WELI	New Haven	George Bronson
WNLC	New London	Charles Thompson
WSRR	Stamford	Julian Schwartz
WBRY	Waterbury	E. Christy Erk

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WMAL	Washington	William Neel
WOL	Washington	Walter Compton
WRC	Washington	William R. McAndrew
WTOP	Washington	Robert S. Wood
WWDC	Washington	Mark Austad

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WMFJ	Daytona Beach	Ray Clancy
WRUF	Gainesville	Dave Martin
WJHP	Jacksonville	Ray Herbert
WMBR	Jacksonville	Don Ferandou
WPDQ	Jacksonville	R. D. Willard
WLAK	Lakeland	Bob Wilbur
WIOD	Miami	James R. Brite
WQAM	Miami	John T. Bills
WDBO	Orlando	H. C. Scofield
WDLP	Panama City	Elmer Scott
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WTSP	St. Petersburg	Jack Faulkner
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WDAE	Tampa	Kenneth W. Skelton
WFLA	Tampa	Tom Mathews
WJNO	West Palm Beach	Davies Webster

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WALB	Albany	Abner M. Israel
WGPC	Albany	Eric Chandlor
WAGA	Atlanta	Dale Clark
WATL	Atlanta	Theodore (Ted) Fenster
WGST	Atlanta	John Fulton
WGAC	Augusta	John Barnes
WRDW	Augusta	Dennis Brown
WGAA	Cedartown	Buford Smith
WRBL	Columbus	Henry Fast
WMJM	Cordele	Robert H. Thompson
WBML	Macon	Harold Beaty
WMAZ	Macon	Wilton F. Cobb
WRGA	Rome	Roy Underwood
WSAV	Savannah	Francis Harden
WTOC	Savannah	R. M. Charlton
WAYX	Waycross	Clyde Davis

IDAHO

KIDO	Boise	Ralph Herbert
KID	Idaho Falls	Gene Ackerley
KTFI	Twin Falls	Chic Crabtree
KWAL	Wallace	W. Mondell Spencer

ILLINOIS

WMRO	Aurora	J. T. Hankinson
WJBC	Bloomington	Clark Jontry
WAAF	Chicago	Russell Ryan
WAIT	Chicago	Edward R. Humphrey
WBBM	Chicago	James Crusinberry
WCFL	Chicago	Poy Franklyn
WEDC	Chicago	Bill Mack
WENR	Chicago	Cornelius F. O'Dea
WGES	Chicago	Robert Zelens
WGN	Chicago	Thomas Foy
WIND	Chicago	Jim Dale
WJJD	Chicago	Bob Chase
WLS	Chicago	Julian T. Bentley
WMAQ	Chicago	William B. Ray
WHFC	Cicero	J. Scott
WDAN	Danville	Hap Hourigan
WSOY	Decatur	Everett Penhallegon
WTMV	East St. Louis	Michael Henry
WEBQ	Harrisburg	Bill Bailey
WLDS	Jacksonville	Nate Egnor
WCLS	Joliet	Ted Blair
WMBD	Peoria	Lt. Col. Brooks Watson
WTAD	Quincy	Dick Faler
WROK	Rockford	William R. Traum
WCBS	Springfield	Albert Heimlich
WTAX	Springfield	Randall Furnace
WDZ	Tuscola	Fran Booton
WILL	Urbana	Nelson F. Norman

INDIANA

WGBF-WEOA	Evansville	Fred A. Rollison
WGL	Fort Wayne	Fred Holt
WOWO	Fort Wayne	Fred Holt
WJOB	Hammond	E. Rees
WFBM	Indianapolis	E. Gilbert Forbes
WIBC	Indianapolis	H. L. Richardson
WISH	Indianapolis	John Morrow
WKMO	Kokomo	WilliamRandolphCox
WHOT	South Bend	Carroll Reynolds
WSBT	South Bend	Morton Linder
WBOW	Terre Haute	William F. Rippetoe

IOWA

WOI	Ames	Robert Mulhall and Hal Fisher
KBUR	Burlington	Richard Mosena
WMT	Cedar Rapids—Waterloo	Douglas B. Grant
KROS	Clinton	Ethel Murphy
KRNT	Des Moines	Joseph Ryan
KSO	Des Moines	R. E. Burris
WHO	Des Moines	Jack Shelley
WKBB	Dubuque	L. Vaughn Gayman
KVFD	Fort Dodge	Drexel Peterson
WSUI	Iowa City	Donald Brown
KGLO	Mason City	Charles Hilton
KBIZ	Ottumwa	Roy L. Dawson
KFNF	Shenandoah	Wendell Odland
KMA	Shenandoah	Ralph Childs
KSCJ	Sioux City	Eugene T. Flaherty
KTRI	Sioux City	Al Triggs
KXEL	Waterloo	H. R. Gross

KANSAS

KVAK	Atchison	Joseph Peck
KGGF	Coffeyville	John D. Francis
KTSW	Emporia	Duane Tucker
KIUL	Garden City	Gene Waters
KWBW	Hutchinson	Vern Minor
KFKU	Lawrence	Dolores Sulzman
KSAL	Salina	R. D. Preusch
KANS	Wichita	Vic Rugh
KFBI	Wichita	Milo Knudson—P.M. Ted Johnson—A.M.
KFH	Wichita	George Gow

KENTUCKY

WCMI	Ashland	Charles Warren
WLBJ	Bowling Green	Lively Wilson
WHLN	Harlan	Eddie Whikehart
WSON	Henderson	Hecht S. Lackey
WHOP	Hopkinsville	Glen Johnson
WAVE	Louisville	Russell Pirkey
WGRC	Louisville	Wilson Bovard Clayton
WHAS	Louisville	Ed Ferrey
WPAD	Paducah	Gene Peak

LOUISIANA

KALB	Alexandria	E. R. Cappellini
WJBO	Baton Rouge	James A. Norton
KVOL	Lafayette	Gordon E. Guest
KPLC	Lake Charles	Joan Zimmerman
KMLB	Monroe	Carley Fox
KNOE	Monroe	Robert C. Ervin
WDSU	New Orleans	J. Spoonmoor
WJBW	New Orleans	Dick Walshe
WNOE	New Orleans	Ray McGuire
WSMB	New Orleans	Paul Mitchell
KRMD	Shreveport	Jerry Bozeman
KTBS	Shreveport	Patrick J. White
KWKH	Shreveport	P. J. White, Jr.

MAINE

WCSH	Portland	Wilbert L. Markle
WAGM	Presque Isle	Larry Geraghty

MARYLAND

WBAL	Baltimore	Galen Fromme
WCAO	Baltimore	Dwight Burroughs
WCBM	Baltimore	Charles A. Roeder
WFBR	Baltimore	Irwin Elliot
WTBO	Cumberland	Monroe Benton
WBOC	Salisbury	Lonnie Starr

MASSACHUSETTS

WBZ	Boston	F. E. Whitmarsh
WCOP	Boston	Jack Malloy
WEEI	Boston	L. F. Sargent
WHDH	Boston	E. L. Lawson
WMEX	Boston	Joseph Grant—Lawrence Flynn
WNAC	Boston	Robert J. Myers
WSAR	Fall River	Angus Bailey
WEIM	Fitchburg	Robert Reynolds
WHAI	Greenfield	Ross Miller, Jr.
WHYN	Holyoke	Ward Gardner
WLLH	Lowell—Lawrence	Fred Simmonds
WNBH	New Bedford	Earle D. Wilson
WBRK	Pittsfield	William Geary
WBZA	Springfield	F. E. Whitmarsh
WESX	Salem	Henry Collins
WMAS	Springfield	Ben C. Sweet
WSPR	Springfield	Robert L. Jones
WOCB	West Yarmouth	Marion Crowell
WTAG	Worcester	Philip Jasen

MICHIGAN

WBCM	Bay City	Frank Walsh
WJBK	Detroit	N. W. Hopkins
WJLB	Detroit	Douglas Wright
WJR	Detroit	George Cushing
WJEF	Grand Rapids	Willis Dunbar
WLAV	Grand Rapids	Joe Hooker
WOOD	Grand Rapids	Arthur L. Shera
WJMS	Ironwood	J. W. Huss
WKZO	Kalamazoo	Willis F. Dunbar
WJIM	Lansing	Tom Carson
WKBZ	Muskegon	Al Vredeield
WHLS	Port Huron	Lyle Patterson
WEXL	Royal Oak	Kirk Knight
WSOO	Sault Ste. Marie	Herb Michael

MINNESOTA

KDAL	Duluth	Lloyd Chapman
KYSM	Mankato	Bob Redeen
KSTP	St. Paul	John Verstraete
WCCO	Minneapolis	Siegfried Mickelson
WLB	Minneapolis	Robert C. Albrook
WLOL	Minneapolis	Robert Bouchier
WMIN	St. Paul	Frank Devaney
WTCN	Minneapolis	C. J. Rian
KVOX	Moorhead	Dale Howard
WCAL	Northfield	David Johnson
KROC	Rochester	Cal Smith
KFAM	St. Cloud	Russell Roe
KWNO	Winona	Irving Tingley

MISSISSIPPI

WCBI	Columbus	Houston Cox, Jr.
WJPR	Greenville	Bill McHan
WJDX	Jackson	James R. Peery
WSLI	Jackson	Nancy Arrington
WAML	Laurel	Eduard Breland
WSKB	McComb	Fred J. Braser
WMIS	Natchez	Alma Areeneaux
WELO	Tupelo	Houston Cox

MISSOURI

KFVS	Cape Girardeau	Oscar C. Hirsch
KHMO	Hannibal	George Allen, Jr.
WMBN	Joplin	Charles McIntire
KCKN	Kansas City	Bill Griffith
KCMO	Kansas City	Jim Monroe
KMBC	Kansas City	Erle Smith
WHB	Kansas City	Dick Smith
KFEQ	St. Joseph	D. D. Denver
KFUO	St. Louis	Rev. Elmer Knoernschild
KMOX	St. Louis	Richard Fischer
KWK	St. Louis	William Amundson
KXOX	St. Louis	Mahlon Aldridge
WIL	St. Louis	Neil Norman
KGBX	Springfield	Floyd Sullivan
KTTS	Springfield	Fitzhugh Crain
KWTO	Springfield	Floyd M. Sullivan

MONTANA

KGIR	Butte	Arne Anzjon
KGEZ	Kalispell	Don Treloar
KGVO	Missoula	George Mulvihill

NEBRASKA

KORN	Fremont	Dick Coffey
KMMJ	Grand Island	George Kister
KHAS	Hastings	Max Brown
KFAB	Omaha—Lincoln	Harvey Swenson
KFOR	Lincoln	Elmer Shaner
KODY	North Platte	Ed Launer
KBON	Omaha	William Fairley
KOIL	Omaha	Virgil Sharpe
KOWH	Omaha	Ernest Spealman
WOW	Omaha	Soren Munkhof
KGKY	Scottsbluff	Duke Reid

NEVADA

KOH	Reno	George Carr, Jr.

NEW HAMPSHIRE

WKNE	Keane	Howard E. Wheeloc
WLNH	Laconia	Sherwin Greenlaw
WFEA	Manchester	Gerald Kearney
WMUR	Manchester	J. Edwin Gott
WHEB	Portsmouth	Jim Dunbar

NEW JERSEY

WCAP	Asbury Park	Robert Scott
WFPG	Atlantic City	Ray Starr
WHOM	Jersey City	Ronald V. Cochran
WAAT	Newark	David L. Miller
WPAT	Paterson	William Bohack

NEW MEXICO

KGGM	Albuquerque	Walter L. Peterson
KAVE	Carlsbad	Dan Tuthill
KICA	Clovis	Grady Maples
KWEW	Hobbs	Mrs. Gertrude Dimp
KGFL	Roswell	J. A. McBoyle
KVSF	Santa Fe	Ivan R. Head

NEW YORK

WMBO	Auburn	F. L. Keesee
WBTA	Batavia	James Gerrety
WNBF	Binghamton	Edwin Whittaker
WLIB	Brooklyn	Fletcher Coates
WBEN	Buffalo	Edmund J. DeCastro
WBNY	Buffalo	William E. Miles
WEBR	Buffalo	William Schweitzer, Dick Doty
WGR	Buffalo	Jack MacLean
WKBW	Buffalo	Jack MacLean
WGBB	Freeport	John Frogge
WJTN	Jamestown	J. Ralph Carlson
WKNY	Kingston	Robert Browning
WALL	Middletown	Judith Green
WGNY	Newburgh	William Forrest
WABC	New York	Paul White
WEAF	New York	William Brooks
WHN	New York	Sidney Walton
WINS	New York	George Finney, Edward Burger
WJZ	New York	George W. Johnston
WMCA	New York	Leon Goldstein
WNEW	New York	John Jaeger
WNYC	New York	J. Goodman
WOR	New York	Dave Driscoll
WOV	New York	Tom Morgan
WQXR	New York	Albert Grobe
WHDL	Olean	H. R. Helsby
WWRL	Woodside	Lou Cole
WHLD	Niagara Falls	Alden Fox
WSLB	Ogdensburg	Jolly Bergeron
WHAM	Rochester	Jack Ross
WHEC	Rochester	William J. Adams
WGY	Schenectady	W. T. Meenam
WSNY	Schenectady	Jim Healey
WAGE	Syracuse	Glenn Williams
WFBL	Syracuse	Robert Bingham
WOLF	Syracuse	Dan Dwyer
WSYR	Syracuse	Robert J. Rowley
WTRY	Troy	E. W. Rossell
WIBX	Utica	Michael Carlo Fusco
WWNY	Watertown	James W. Higgins

NORTH CAROLINA

WISE	Asheville	Mackie Quave
WWNC	Asheville	William F. Melia
WBBB	Burlington	Paul Huddleston
WBT	Charlotte	Jack Knell
WDNC	Durham	Lawrence C. Johnso
WFNC	Fayetteville	Ray Woodard
WGBR	Goldsboro	John Gay Britt
WBIG	Greensboro	Peggy Leonard
WGBG	Greensboro	Stan Conrad

(*Continued on page 56*)

1400
1300
1200
1000
900
800
700
600
150
200
250
300
350
400
450
500

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America's Leading Foreign Language Station

(Continued from Page 54)

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WMFR	High Point	Gary Davis
WRAL	Raleigh	W. C. Hendricks
WRRF	Washington	George Walston
WMFD	Wilmington	Mrs. A. W. Rogers
WGTM	Wilson	Richard Davis
WAIR	Winston-Salem	R. Pitts
WSJS	Winston-Salem	Dale McCampbell

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KFYR	Bismarck	Charles Schoregge
WDAY	Fargo	Jack Dunn
KSJB	Jamestown	Ray Kapp
KLPM	Minot	John B. Cooley

OHIO

WADC	Akron	H. L. Hageman
WAKR	Akron	Jack Larue
WICA	Ashtabula	Alfred B. Newkirk
WHBC	Canton	Frank Bow
WCKY	Cincinnati	Rex Davis
WCPO	Cincinnati	Richard P. Williams
WKRC	Cincinnati	Tom McCarthy
WLW	Cincinnati	Gilbert Kingsbury
WGAR	Cleveland	Ralph Worden
WHK	Cleveland	G. D. Whisler
WJW	Cleveland	R. Marvin Cade
WTAM	Cleveland	Edward R. Wallace
WCOL	Columbus	Howard Donahoe
WHKC	Columbus	Albert C. Parlin
WOSU	Columbus	Edgar Sprague
WHIO	Dayton	Richard Cull
WING	Dayton	Jack Zeigin
WFIN	Findlay	Fritz Sorenson
WMOH	Hamilton	Sam Sague
WLOK	Lima	Harry Jay
WMAN	Mansfield	Robert Horn
WMRN	Marion	Ray Oviatt
WPAY	Portsmouth	W. M. Hart
WIZE	Springfield	Robert Terry
WSTV	Steubenville	Charles Brand
WSPD	Toledo	James W. Uebelhart
WTOL	Toldeo	Francis McNerney
WKBN	Youngstown	Paul White
WHIZ	Zanesville	J. Roeder

OKLAHOMA

KVSO	Ardmore	Glenn Pool
KCRC	Enid	Shirley Traxler
KSWO	Lawton	Mary K. Wells
KBIX	Muskogee	Lowell F. Clark
WNAD	Norman	Maurice Ogden
KOCY	Oklahoma City	Walter Colvin
KOMA	Oklahoma City	Bill Bryan
WKY	Oklahoma City	Dow Mooney
KHBG	Okmulgee	Bob Kashner
KOME	Tulsa	Dick Campbell
KTUL	Tulsa	Glenn Condon
KVOO	Tulsa	Ken Miller

OREGON

KWIL	Albany	Ted Carlsen
KAST	Astoria	R. D. Holmes
KBKR	Baker	Ken Lockwood
KORE	Eugene	Bruce Nidever
KUIN	Grants Pass	E. P. Kane
KFJI	Klamath Falls	John Duffy
KLBM	La Grande	James Bryant
KALE	Portland	Tom Decker
KEX	Portland	Don Kneass
KGW	Portland	Don Kneass
KOIN	Portland	Lester Halpin
KWJJ	Portland	Les Marcu
KSLM	Salem	Otto Miller

PENNSYLVANIA

WCED	Dubois	Virginia Wade
WHP	Harrisburg	John Price
WKST	New Castle	Ray Wallace
KYW	Philadelphia	James Gantz
WCAU	Philadelphia	Harry L. Reinhard
WHAT	Philadelphia	Les Alexander
WIBG	Philadelphia	Carl F. Majer
WIP	Philadelphia	Samuel H. Ettinger
WPEN	Philadelphia	Dorothea Hassler
WCAE	Pittsburgh	Ben Muros
WJAS	Pittsburgh	Beckley Smith
WWSW	Pittsburgh	John Davis
WARM	Scranton	Ken Beghold
WKOK	Sunburg	Ernest Lukens
WMBS	Uniontown	Frank Moore
WJPA	Washington	Hunter Reams
WBAX	Wilkes-Barre	Jones Evans

RHODE ISLAND

WEAN	Providence	Robert Myers

SOUTH CAROLINA

WCSC	Charleston	Russell Long
WTMA	Charleston	George Griswold
WCOS	Columbia	Moody McElveen
WIS	Columbia	William M. Burnette
WOLS	Florence	Wally King
WFBC	Greenville	Nicholas P. Mitchell
WMRC	Greenville	Jimmy Simpson
WSPA	Spartanburg	Robert Ferrie
WFIG	Sumter	Bob Ardrey

SOUTH DAKOTA

KABR	Aberdeen	A. A. Fahy
KGFX	Pierre	Ida A. McNeil
KOBH	Rapid City	Don Wilson
KELO	Sioux Falls	Verl Thomson
KSOO	Sioux Falls	Verl Thomson
KUSD	Vermillion	Prof. Hale Aarnes
KWAT	Watertown	Adele Martinson
WNAX	Yankton	Arthur J. Smith

TENNESSEE

WDOD	Chattanooga	Clarence Garnes
WJZM	Clarksville	George Bell
WHUB	Cookeville	Lawrence Peery
WTJS	Jackson	Gordon Clinard
WJHL	Johnson City	Eddie Cowell
WKPT	Kingsport	Paul Overbay
WNOX	Knoxville	Robert Johnson
WROL	Knoxville	Allen Stout
WMC	Memphis	William Reeves
WMPS	Memphis	Bob Neal
WLAC	Nashville	Don Taylor
WSM	Nashville	Howard Eskridge

TEXAS

KRBC	Abilene	LaFawn Hall
KFDA	Amarillo	Don Clark
KGNC	Amarillo	Wes Izzard
KNOW	Austin	Harry Harber
KTBC	Austin	Paul Bolton
KFDM	Beaumont	B. R. Patterson
KRIC	Beaumont	Jack Neil
KNEL	Brady	C. D. Reed
KBWD	Brownwood	Jack Beckett
KEYS	Corpus Christi	Fred Burr
KGKO	Dallas	Hugh Speck
KRLD	Dallas	Meador Lowrey
KSKY	Dallas	Richard F. Parker
WFAA	Dallas	Hugh Speck
WRR	Dallas	James S. Alderman
KDNT	Denton	Harwell V. Shepard
KROD	El Paso	Felix Adams
KTSM	El Paso	Mary Deane Jackson
KFJZ	Ft. Worth	Boyd Kelly
KGKO	Ft. Worth	James A. Byron
WBAP	Ft. Worth	James A. Byron
KLUF	Galveston	Lee Clough
KGBS	Harlingen	Steele McClanahan
KPRC	Houston	John Allen
KTRH	Houston	Ted Nabors
KXYZ	Houston	Kenneth Millican
KSAM	Huntsville	J. C. Rothwell
KOCA	Kilgore	H. A. Degner
KFYO	Lubbock	O. A. Foster
KRBA	Lufkin	Richman Lewin
KNET	Palestine	M. D. Stewart
KPDN	Pampa	Tex De Weese
KPLT	Paris	Leigh Cardwell
KVOP	Plainview	Wendell Bagwell
KGKL	San Angelo	Bill Ardis
KMAC	San Antonio	Edmund A. Barker
KONO	San Antonio	Raymond J. Hunt
WOAI	San Antonio	Ken McClure
KXOX	Sweetwater	Doyce Elliott
KGKB	Tyler	Edwin Smith
KVWC	Vernon	Elizabeth Taylor
KRGV	Weslaco	Bob McDonald
KWFT	Wichita Falls	William Sharpe

UTAH

KLO	Ogden	Arthur Gaeth
KEUB	Price	Jack Richards
KOVO	Provo	Wayne Kearl
KDYL	Salt Lake City	John Page
KUTA	Salt Lake City	Frank C. McIntyre

VERMONT

WCAX	Burlington	Lawrence Killick
WDEV	Waterbury	Tom Dodd

VIRGINIA

WCHV	Charlottesville	Norman Kelsey
WKEY	Covington	W. A. Ward
WBTM	Danville	Milton Adams
WSVA	Harrisonburg	R. P. Eyrich
WLVA	Lynchburg	Wayne Tyler
WGH	Newport News	Joel F. Carlson
WSAP	Portsmouth	Vincent Essig
WMBG	Richmond	J. H. Kellogg
WRNL	Richmond	G. Mallory Freeman
WDBJ	Roanoke	Irving Sharp
WSLS	Roanoke	Walter Harris
WLPM	Suffolk	Kenneth Clow

WASHINGTON

KXRO	Aberdeen	Art Lindsay
KELA	Chehalis—Centralia	Hal S. Nelson
KRKO	Everett	Shirley K. Bartholomew
KWLK	Longview	Don Bailey
WKY	Olympia	Sam Crawford
KEVR	Seattle	Harry Jordan
KIRO	Seattle	Ralph Thompson
KJR	Seattle	Fred Delano
KOL	Seattle	Jerry Morris
KOMO	Seattle	Fred Delano
KRSC	Seattle	Ted Bell
KXA	Seattle	Leonard Beardsley
KFPY	Spokane	E. W. Jorgenson
KGA	Spokane	John Bemis
KHQ	Spokane	John Bemis
KMO	Tacoma	Ted Morello
KTBI	Tacoma	Warren Reed
KVI	Tacoma	Harry Long
KVAN	Vancouver	Marion Sexton
KUJ	Walla Walla	How Rhoades and Chet Miller
KPQ	Wenatchee	J. Carl Downing
KIT	Yakima	John L. Roberts

WEST VIRGINIA

WJLS	Beckley	Kenneth Schaffer
WHIS	Bluefield	Bob Kent
WCHS	Charleston	Joseph J. Herget
WMMN	Fairmont	Frank Lee
WSAZ	Huntington	William O. Aldridge
WBRW	Welch	Johnnie Villani
WWVA	Wheeling	Walter V. Turner

WISCONSIN

WHBY	Appleton	Rodger Mueller
WATW	Ashland	J. W. Huss
WTAQ	Green Bay	Clair Stone
WCLO	Janesville	Bob Page
WHA	Madison	Roy Vogelman
WMAM	Marinette	Howard L. Emich
WEMP	Milwaukee	Neil K. Searles
WISN	Milwaukee	W. O. Dreylus
WTMJ-WMFM	Milwaukee	Jack Krueger
WOSH	Oshkosh	Robert Nelson
WIBU	Poynette	Jack Kelly
WLBL	Stevens Point	W. P. Wichmann
WDSM	Superior	Lewis D. Martin
WFHR	Wisconsin Rapids	Orville Leverton

WYOMING

KFBC	Cheyenne	Dick Lane
KVRS	Rock Springs	Michael Reid
KWYO	Sheridan	Mel Hallock

ALASKA

KFWD	Anchorage	Charles Weissinger
KINY	Ketchikan	Katherine Carson Crittenden

HAWAII

KGU	Honolulu	James Wahl
KTON	Lihue	Duncan Campbell

PUERTO RICO

WPRA	Mayaguez	J. Cabanellas
WPAD	Ponce	Victor Bono
WKAQ	San Juan	Francisco Acevedo

CANADA

ALBERTA

CFAC	Calgary	Gail Egan
CFCN	Calgary	John Stout
CFRN	Edmonton	T. H. Mansell
CJCA	Edmonton	Harold Yerxa
CFGP	Grande Prairie	G. H. Cummings
CJOC	Lethbridge	Cameron A. Perry

BRITISH COLUMBIA

CHWK	Chilliwack	Cecil Fox
CFJC	Kamloops	Jack Carbutt
CKNW	New Westminster	Bill Duncan
CFPR	Prince Rupert	R. Elson
CBR	Vancouver	R. Elson
CJOR	Vancouver	David Hill
CKWX	Vancouver	Sam G. Ross

MANITOBA

CFAR	Flin Flon	J. Schroeder
CKRC	Winnipeg	Cyril Cairns

NEW BRUNSWICK

CBA	Sackville	James Kinlock

NOVA SCOTIA

CBH	Halifax	James Kinloch
CHNS	Halifax	Harry Stephen
CJCB	Sydney	O. W. Loeb

ONTARIO

CKPC	Brantford	Jess Jaffray
CFCO	Chatham	Mrs. Winnifred Mil
CKFI	Fort Frances	J. McLaren
CKPR	Fort William	Bruce Ogilvie
CHML	Hamilton	Logan Stewart
CKOC	Hamilton	Miss Doris Clancy
CKWS	Kingston	Fred Johnstone
CJKL	Kirkland Lake	Jack Weatherwax
CFCH	North Bay	Joe Druker
CBO	Ottawa	W. H. Hogg
CKCO	Ottawa	John Pollie
CFOS	Owen Sound	William Aldrich
CHPS	Parry Sound	James A. Sullivan
CHEX	Peterborough	Don Ramsey
CJIC	Ste. Marie	C. V. Godwin
CKSO	Sudbury	Don McGill
CBL	Toronto	W. H. Hogg
CJBC	Toronto	W. H. Hogg—D. C. McArthur
CKEY	Toronto	John B. Stinson
CKLW	Windsor	Val Clare
CKNX	Wingham	Hugh Gage

PRINCE EDWARD ISLAND

CFCY	Charlottetown	A. S. Dickson

QUEBEC

CBJ	Chicoutimi	J. St. Georges
CBF	Montreal	J. St. Georges
CBM	Montreal	J. St. Georges
CFCF	Montreal	S. Bless
CHLP	Montreal	Jean C. Fournier
CKAC	Montreal	Lucien Roy
CBV	Quebec City	J. St. Georges
CHRC	Quebec City	Eugene Cloutier—Gilles Larocque
CLCV	Quebec City	Paul Lepage

SASKATCHEWAN

CHAB	Moose Jaw	L. H. Lewry
CKBI	Prince Albert	Francis Church
CKCK	Regina	H. Cook
CKRM	Regina	G. Carson
CFQC	Saskatoon	Godfrey Hudson
CBK	Watrous	W. H. Metcalfe
CJGX	Yorkton	Doug McBride

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Richard Harkness, *Vice President*

Fred W. Morrison, *Ex Officio*
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House Gallery Extensions: 1410 and 1411
Senate Gallery Extensions: 1263 and 1264

Rex Goad, *Secretary*
William Costello, *Treasurer*

Supt. of Senate Gallery—D. Harold McGrath • Supt. of House Gallery—Robert M. Menaugh[1] • Acting Supt. of House Gallery—William Vaughan

Active Members as of Jan. 1, 1945

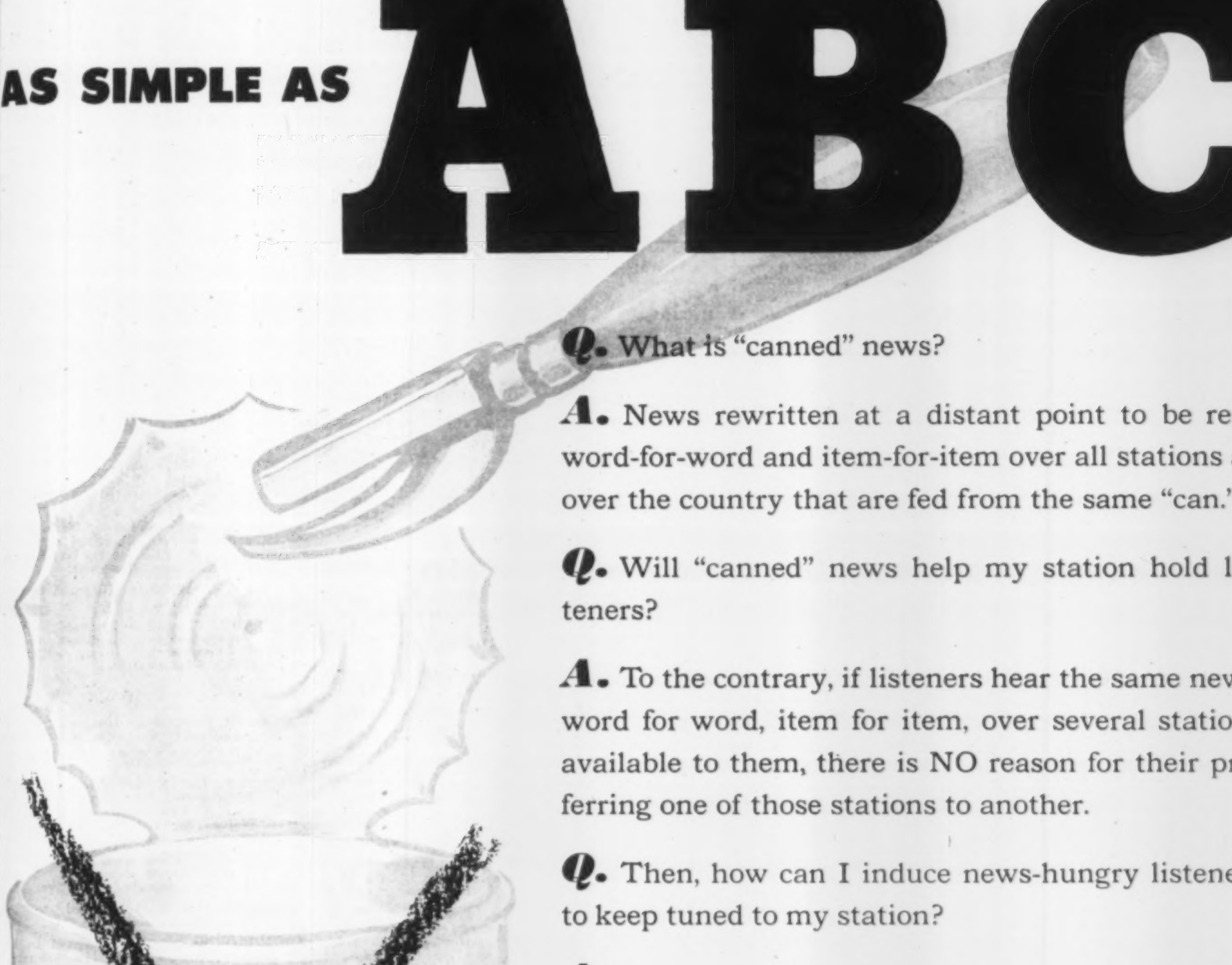
Network, Station or Services	*Name*	*Office*
Ask Washington	Eleanor Frances Block	623 Albee Bldg.
	Hugh M. Grauel	623 Albee Bldg.
	Merlin F. Stonehouse	623 Albee Bldg.
Associated Press Radio	Joseph H. Torbett	409 Star Bldg.
Baukhage Associates	Pauline Frederick	622 Union Trust Bldg.
Blue Network	Martin Agronsky	724 14th St. N.W.
	H. R. Baukhage	622 Union Trust Bldg.
	Helen Buchalter	1613 19th St. N.W.
	Ray Henle	Colorado Bldg.
	William Hillman	601 13th St. N.W.
	Bryson R. Rash	724 14th St. N.W.
	Raymond Gram Swing	1613 19th St. N.W.
	Edward Tomlinson	Wardman Park Hotel
Columbia Broadcasting System	Mildred Adams	853 Earle Bldg.
	Cliff Allen	853 Earle Bldg.
	Ruth Ayers	853 Earle Bldg.
	Tristam Coffin	853 Earle Bldg.
	William Costello	853 Earle Bldg.
	John Charles Daly Jr.	853 Earle Bldg.
	Albert N. Dennis	853 Earle Bldg.
	Robert Evans	853 Earle Bldg.
	Paul Glynn[1]	853 Earle Bldg.
	Gerald Gordon[1]	853 Earle Bldg.
	Joseph C. Harsh	853 Earle Bldg.
	Bill Henry	853 Earle Bldg.
	James W. Hurlbut[1]	853 Earle Bldg.
	Claude A. Mahoney	853 Earle Bldg.
	Joseph F. McCaffery	853 Earle Bldg.
	Ernest D. McIver Jr.	853 Earle Bldg.
	John P. Moore[1]	853 Earle Bldg.
	Prentiss Stanton[1]	853 Earle Bldg.
	Don Pryor	853 Earle Bldg.
	Lewis W. Shollenberger[1]	853 Earle Bldg.
	Albert L. Warner[1]	853 Earle Bldg.
	Robert S. Wood	853 Earle Bldg.
	Charles A. Worcester	853 Earle Bldg.
	Amelia Belle Young	853 Earle Bldg.
Earl Godwin Associates	Earl Godwin	414 Bond Bldg.
KIRO Seatle	Rudolph Block	Natl. Press Bldg.
Mutual Broadcasting System	Frank S. Blair Jr.[1]	1627 K St. N.W.
	Robert T. Brooks[1]	1627 K St. N.W.
	Walter Compton	1627 K St. N.W.
	Robert Deihl[1]	1627 K St. N.W.
	Charter Heslep	712 Jackson Pl.
	Fulton Lewis jr.	1627 K St. N.W.
	Stephen J. McCormick[1]	1627 K St. N.W.
	Mary J. Maddox	1627 K St. N.W.
	Fred W. Morrison	1627 K St. N.W.
	Billy Repaid	1627 K St. N.W.
	David Stick[1]	1627 K St. N.W.
National Broadcasting Co.	Morgan Beatty	724 14th St. N.W.
	David Brinkley	724 14th St. N.W.
	Mary Kay Cavanaugh	724 14th St. N.W.
	Leif Eid	724 14th St. N.W.
	William M. Folger	724 14th St. N.W.
	Richard L. Harkness	724 14th St. N.W.
	Thomas E. Knode	724 14th St. N.W.
	William R. McAndrew	724 14th St. N.W.
	Robert C. McCormick	724 14th St. N.W.
	Nancy Osgood	724 14th St. N.W.
	Ralph Howard Peterson	724 14th St. N.W.
	Walter J. Royen	724 14th St. N.W.
	Carleton D. Smith	724 14th St. N.W.
Radio News Assn.	Gene B. Davis	1256 Natl. Press Bldg.
	Peter James Dobinsky	1256 Natl. Press Bldg.
	Mary C. Harmon	1256 Natl. Press Bldg.
Time Views the News	Perry H. Culley	815 15th St. N.W.
	Richard C. deBrown	815 15th St. N.W.
Transradio Press Inc.	Sidney Blatt	1256 Natl. Press Bldg.
	Ann M. Corrick	1256 Natl. Press Bldg.
	Peter W. Denzer	1256 Natl. Press Bldg.
	Rex Goad	1256 Natl. Press Bldg.
	Harold L. Goodwin[1]	1256 Natl. Press Bldg.
	Betty Lersch	1256 Natl. Press Bldg.
	Clifford G. McCarthy[2]	1256 Natl. Press Bldg.
	Robert E. Lee Moore	1256 Natl. Press Bldg.
	John Norman[1]	1256 Natl. Press Bldg.
	Bill Pickens	1256 Natl. Press Bldg.
	Macon Reed[1]	1256 Natl. Press Bldg.
	Dan Williams	1256 Natl. Press Bldg.
United Press Radio	George James Marder	707 Natl. Press Bldg.
	Robert J. Sirling	705 Natl. Press Bldg.
WAOV Vincennes, Ind.	Jean Ferris	930 F St. N.W.
WBOW Terre Haute, Ind.	Jean Ferris	930 F St. N.W.
WEOA Evansville, Ind.	Jean Ferris	930 F St. N.W.
West Virginia Network	Ray Henle	Colorado Bldg.
WGBF Evansville, Ind.	Jean Ferris	930 F St. N.W.
WINX Washington	William Gold	1337 E St. N.W.
	Lewis Hill	1337 E St. N.W.
	Dennis Sartain	1337 E St. N.W.
WITH Baltimore	Ian Ross MacFarlane	1000 Connecticut Ave.
	Louise A. MacFarlane	1000 Connecticut Ave.
WLW Cincinnati	Gordon Graham	337 Munsey Bldg.
WMAL Washington	William Enders Coyle[1]	724 14th St. N.W.
	Peg Eck	724 14th St. N.W.
	William Neel	724 14th St. N.W.
	Albert Leitch	724 14th St. N.W.
	Jack Purcell	724 14th St. N.W.
	Dan Reagan[1]	724 14th St. N.W.
	Kenneth Romney Jr.[1]	724 14th St. N.W.
	Milton Shoemaker	724 14th St. N.W.
	Samuel A. Tower	724 14th St. N.W.
	David Wills	724 14th St. N.W.
WOV New York	**Tom Morgan**	**Mayflower Hotel**
WWDC Washington	Richard Eaton	1000 Connecticut Ave.
Yankee Network	Francis W. Tully Jr.[1]	1397 Natl. Press Bldg.
Yankee News Bureau, Inc., representing the Yankee Network, WAAB Worcester, Mass.; WEAN Providence; WICC Bridgeport, Conn.; WIRE Indianapolis; WJW Cleveland; WNAC Boston; WNBC Hartford	Jack R. Reed	1397 Natl. Press Bldg.

[1] On leave of absence in armed forces of the United States.
[2] Killed in action while serving with armed forces.

Associate Members as of Jan. 1, 1945

A.B.C. Network	W. G. Henderson	Grand Rapids, Mich.
Blue Network	G. W. Johnstone	30 Rockefeller Plaza, N.
	Henry J. Taylor	30 Rockefeller Plaza, N.
	Harry Wismer	30 Rockefeller Plaza, N.
Columbia Broadcasting System	Maj. Geo. Fielding Eliot	485 Madison Ave., N. Y.
	Fox Case	6121 Sunset Blvd., L.A.
	Paul White	485 Madison Ave., N. Y.
Cowles Broadcasting Co.	Stanley Dixon	KRNT Des Moines 4, Ia
	John R. Irwin	KRNT Des Moines 4, Ia
	Glen B. Law	KRNT Des Moines 4, Ia
	Charles E. Logan	KRNT Des Moines 4, Ia
Mutual Broadcasting System	Dave Driscoll	1440 Broadway, N. Y.
	John Whitmore	1440 Broadway, N. Y.
National Broadcasting Co.	W. F. Brooks	30 Rockefeller Plaza, N.
	W. W. Chaplin	30 Rockefeller Plaza, N.
	Charles A. Cooney	30 Rockefeller Plaza, N.
	John R. Cooper	30 Rockefeller Plaza, N.
	William E. Drips	Merchandise Mart, Chic
	Ann Gillis	30 Rockefeller Plaza, N.
	Max Jordan	30 Rockefeller Plaza, N.
	H. V. Kaltenborn	30 Rockefeller Plaza, N.
	Lathrop Mack	30 Rockefeller Plaza, N.
	Francis C. McCall	30 Rockefeller Plaza, N.
	J. O. Meyers	30 Rockefeller Plaza, N.
	Burroughs H. Prince	30 Rockefeller Plaza, N.
	William Ray	Merchandise Mart, Chic
	Adolph J. Schneider	30 Rockefeller Plaza, N.
	Robert St. John	30 Rockefeller Plaza, N.
	Lowell Thomas	50 Rockefeller Plaza, N.
Transradio Press Inc.	Herbert Moore	521 Fifth Ave., N. Y.
	Harold L. Parr	521 Fifth Ave., N. Y.
	Dixon Stewart	521 Fifth Ave., N. Y.
KFDM Beaumont, Tex.	B. R. Patterson	Edson Hotel
KFYO Lubbock, Tex.	Wesley Youngblood	KFYO Lubbock
KGFW Lincoln, Neb.	George W. Kline	Federal Annex Bldg.
KFVD Los Angeles 5, Cal.	J. Frank Burke	338 S. Western Ave.
KGLO Mason City, Ia.	Wade Patterson	200 N. Federal Ave.
KMBC Kansas City, Mo.	Earle H. Smith	Pickwick Hotel
KRIC Beaumont, Tex	Jack Neil	130 Wall St.
KSTP St. Paul-Minneapolis	John J. Verstraete	St. Paul Hotel
KUOA Siloam Springs, Ark.	Storm Whaley	KUOA Inc.
KVOO Tulsa, Okla.	Ken Miller	Philtower Bldg.
KWK St. Louis	Ray Dady	Hotel Chase
WAAF Chicago	J. R. Stanley	Palmer House
WBBM Chicago	John Harrington	410 N. Michigan Ave.
	Robert F. Hurleigh	410 N. Michigan Ave.
	Alvin J. Steinkoff	410 N. Michigan Ave.
	Harlan Eugene Read	410 N. Michigan Ave.
	Clifton M. Utley	410 N. Michigan Ave.
WBIG Greensboro, N. C.	John Bosman	O'Henry Hotel
WBT Charlotte, N. C.	Jack Knell	Wilder Bldg.
WCAU Philadelphia 3, Pa.	William N. Taylor	1622 Chestnut St.
WCBM Baltimore 13, Md.	Charles A. Roeder	North & Harford Ave.
WCCO Minneapolis 2, Minn.	Richard E. Stockwell	625 Second Ave. S.
	Siegfried Michelson	625 Second Ave. S.
WCFL Chicago 11, Ill.	Dr. Gerhard Shaeher	666 Lakeshore Dr.
	Hugh Douglas	666 Lakeshore Dr.
WCHS Charleston 24, W. Va.	Howard L. Chernoff	1016 Lee St.
WCOV Montgomery 2, Ala.	G. W. Covington Jr.	2 Montgomery St.
WDRC Hartford 4, Conn.	Jack Stevens	750 Main St.
WEBR Buffalo 2, N. Y.	Cy King	23 North St.
WEGO Concord, N. C.	Wayne M. Nelson	WEGO
WFBL Syracuse 2, N. Y.	Harvey D. Sanderson	433 S. Warren St.
WGAR Cleveland 1, O.	Kay Halle	Statler Hotel
WHAS Louisville 2, Ky.	Richard E. Fischer	300 W. Liberty St.
WHBC Canton 2, O.	Frank T. Bow	550 Market Ave. S.
WHBF Rock Island, Ill.	Leslie C. Johnson	1800 Third Ave.
WIL St. Louis 8, Mo.	Mel Kampe	Grand & Lindell Blvd.
WINN Louisville 1, Ky.	Harry McTigue	Tyler Hotel
WIOD Miami 30, Fla.	Leslie B. Bain	600 Biscayne Blvd.
WISH Indianapolis 4, Ind.	John D. Morrow	Board of Trade Bldg.
WJR Detroit 2, Mich.	George W. Cushing	Fisher Bldg.
WLS Chicago	Julian T. Bentley	1230 W. Washington Bl
	Ervin Lewis	1230 W. Washington Bl
WLW Cincinnati 2, O.	James Cassidy	Crosley Square
	Howard R. Chamberlain	Crosley Square
	Rita Hackett	Crosley Square
WMAL Washington 5, D. C.	Fraser Edwards	724 14th St. N.W.
WMBG Richmond 20, Va.	Elliot G. Shaw Jr.	3301 W. Broad St.
WOLS Florence, S. C.	H. Russ Holt	Sanborn Hotel
WOW Omaha 2, Neb.	Soren H. Munkhof	Insurance Bldg.
WTAD Quincy, Ill.	E. E. Lancaster	510 Maine St.
	Walter J. Rothschild	510 Maine St.
	Arthur C. Fifer	510 Maine St.
WTIC Hartford, Conn.	Tom Eaton	26 Grove St.
WTMJ Milwaukee 1, Wis.	Jack E. Krueger	333 W. State St.

AS SIMPLE AS ABC



Q. What is "canned" news?

A. News rewritten at a distant point to be read word-for-word and item-for-item over all stations all over the country that are fed from the same "can."

Q. Will "canned" news help my station hold listeners?

A. To the contrary, if listeners hear the same news, word for word, item for item, over several stations available to them, there is NO reason for their preferring one of those stations to another.

Q. Then, how can I induce news-hungry listeners to keep tuned to my station?

A. Your newscaster must present programs that are DISTINCTIVE – not stereotyped. He must avoid offering the same stories in the same words and in the same order that they may be heard over other stations.

Like scores of leading newscasters, he should be encouraged to select the news which he – better than anyone else, certainly better than an editor hundreds of miles away – knows will interest listeners in HIS OWN area.

He can do this best by having at his disposal the COMPLETE leased wire report of

INTERNATIONAL NEWS SERVICE

Broadcast Stations Identified With Newspaper Ownershi

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The following tabulation, showing newspaper ownership or affiliation of standard broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

ALABAMA

WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star.*

WSGN, Birmingham — Licensed to The Birmingham News Co.; 95% of stock owned by Victor Hanson, publisher of *The Birmingham News* and *The Birmingham Age-Herald,* same ownership as *The Huntsville* (Ala.) *Times.*

WAGF, Dothan — Licensed to Dothan Broadcasting Co.; Horace Hall, partner, is publisher of *Dothan Eagle.*

WSFA, Montgomery—Licensed to Montgomery Broadcasting Co. Inc.; one-third interest owned by R. F. Hudson, publisher of *Montgomery Advertiser;* one-third by Howard E. Pill, general manager; one-third by H. S. Durden.

ARIZONA

KTUC, Tucson—Licensed to Tucson Broadcasting Co.; 138 out of 300 shares of stock owned by Burridge D. Butler, publisher of *The Prairie Farmer,* Chicago, and owner of WLS, Chicago, and KOY, Phoenix; 69 shares each owned by Glenn Snyder and George Cook, WLS.

KCRJ, Jerome—Licensed to Central Arizona Broadcasting Co.; 59% of stock owned by Mrs. W. P. Stuart, wife of publisher of the *Prescott* (Ariz.) *Courier.*

KOY, Phoenix — Licensed to Salt River Valley Broadcasting Co., 74% owned by Burridge D. Butler, publisher of *The Prairie Farmer,* Chicago, and *Arizona Farmer,* Phoenix: also owner of WLS, Chicago and KTUC Tucson.

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; majority stock owned by T. H. Barton, chief owner of *Arkansas Farmer,* Little Rock.

KTHS, Hot Springs—Licensed to Radio Broadcasting Inc., chief owners identified with Times Publishing Co. Inc., publishers of *Shreveport* (La.) *Times;* same ownership as *Monroe* (La.) *World* and *News-Star.*

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co., 90% of stock owned by Gazette Publishing Co., publishers of *Arkansas Gazette.*

KCMC, Texarkana — Licensed to KCMC Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KIEM, Eureka — Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of *Humboldt Standard;* 20% by Times Publishing Co., publisher of *Humboldt Times;* 50.3%, William B. Smullin.

KMJ, Fresno — Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee, Sacramento Bee, Modesto Bee* (McClatchy Newspapers).

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50½% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald;* 49½% by Salinas Newspapers, Inc., publishers of *Salinas Californian.* (Speidel Newspapers); see also WGNY, Newburgh, N. Y., and KFBC, Cheyenne, Wyo.)

KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with *Oakland Tribune.*

KFBK, Sacramento — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KROW, San Francisco—Licensed to KROW Inc., owned 65% by Sheldon F. Sackett, chief owner of KVAN, Vancouver, Wash., owner of KOOS, Marshfield, Ore., and publisher of the *Marshfield* (Ore.) *Coos Bay Times;* 35% by Philip G. Lasky.

KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, publisher, owns 100% of common stock).

KSRO, Santa Rosa—Ownership affiliated with *Santa Rosa Republican* and *Santa Rosa Press Democrat.*

KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Modesto Bee, Fresno Bee* (McClatchy Newspapers).

KTKC, Visalia—Licensed to Tulare-Kings Counties Radio Associates; owners include Morley M. Maddox, publisher, and Charles A. Whitemore, president-editor of *Visalia Times-Delta;* Homer W. Wood, publisher of *Porterville Recorder;* Percy M. Whiteside, publisher of *Tulare Advance, Register* and *Times.*

KHUB, Watsonville—Licensed to Luther E. Gibson, editor and publisher of *Vallejo Chronicle-News* and *Times-Herald.*

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KLZ, Denver—Licensed to KLZ Broadcasting Co.; E K. Gaylord, president; Herbert M. Peck, secretary; Edgar T. Bell, treasurer; directors or stockholders in The Oklahoma Publishing Co, publishers of *The Daily Oklahoman, Oklahoma City Times* and *Farmer-Stockman.*

KFKA, Greeley—Licensed to Midwestern Radio Corp.; same ownership (H. E. Green) as ***The Record Stockman,*** Denver, weekly.

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the **Gannett Newspapers; see WENY, Elmira, N. Y.**

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American.*

DELAWARE

WDEL, Wilmington (Mason Dixon Radio Group)—Licensed to WDEL Inc. Operated independently. J. Hale Steinman and John F. Steinman, owners of Mason Dixon stations, also own Lancaster (Pa.) Newspapers Inc.

WILM, Wilmington—Licensed to WILM Inc. Owned 66 2/3% by Alfred G. Hill, editor, publisher and lessor of *Chester* (Pa.) *Times;* remaining 33 1/3% by J. Hale and John F. Steinman, owners of Lancaster Newspapers Inc. and Mason Dixon Radio Group.

DISTRICT OF COLUMBIA

WMAL, Washington — Licensed to The Evening Star Broadcasting Co., subsidiary of the *Washington Star.*

WINX, Washington—Licensed to Eugene Meyer & Co., publisher of *Washington Post.*

WOL, Washington—Licensed to Cowles Broadcasting Co. Gardner Cowles Jr., president, also publisher of *Look* magazine, president of Register & Tribune Co., publishers of *Des Moines Register* and *Tribune;* John A. Cowles, vice-president of Register & Tribune Co., also president of *Minneapolis Star Journal, Tribune* and *Times.*

FLORIDA

WJHP, Jacksonville — Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal.* (See WCOA, Pensacola.

WIOD, Miami—Licensed to Isle of Dreams Broadcasting Corp., stock owned 90.5% by Evening News Publishing Co., Dayton; .84% by James M. Cox; 8.66% by Springfield (O.) Newspapers Inc., publishers of James M. Cox newspapers.

WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; (see WCOA).

WDLP, Panama City—Licensed to Panama Bctsg. Co. and owned by publishers of *Panama City News-Herald.* (See WCOA).

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal, Pensacola News, Jacksonville Journal, Panama City* (Fla.) *News-Herald.* Mr. Perry is also president of Western Newspaper Union, a newspaper syndicate.

WTSP, St Petersburg—Licensed to Pinellas Broadcasting Co., 53% of stock owned by Nelson Poynter, publisher of *St. Petersburg Times.*

WFLA, Tampa—Licensed to Tampa Tribune Co. J. S. Mims, publisher of *Tampa Tribune.*

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times.*

GEORGIA

WALB, Albany—Licensed to Herald Publishing Co., publisher of *Albany Herald.*

WGAU, Athens — Affiliated with the *Athens Banner-Herald.*

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox; see also WIOD, Miami, and WHIO, Dayton, O.).

WMJM, Cordele—Licensed to Cordele Dispatch Publishing Co., publisher of *Cordele Dispatch;* John W. Greer, president.

WGGA, Gainesville — Licensed to Blue Ridge Broadcasting Co., 31.57% of stock owned by A. F Dean, owner and editor of *Gainesville Eagle,* weekly.

WLAG, La Grange — Licensed to La Grange Broadcasting Co.; 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News.*

WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald.*

ILLINOIS

WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette.*

WAAF, Chicago — Licensed to Drovers Journal Publishing Co. Inc.

WGN, Chicago—Licensed to WGN Inc., 100% subsidiary of The Tribune Co., publisher of ***Chicago Tribune.***

WJJD, Chicago—Licensed to Field Enterprises Inc., controlled by Marshall Field, proprietor of ***Chicago Sun*** and ***PM.***

WLS, Chicago—Licensed to Agricultural **Broadcasting Co.; 100% of stock owned** by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer,* bi-weekly.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspaper); see WENY, Elmira, N. Y.

WSOY, Decatur—Licensed to Commodore Broadcasting, Inc., 99.6% of stock owned by Decatur Newspapers, Inc., publisher of *Decatur Herald and Review;* same ownership as *Champaign-Urbana* (Ill.) *Evening Courier.*

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail.*

WTAD, Quincy—Licensed to Lee Broadcasting Inc., affiliated with ownership of KGLO, Mason City, Ia., and KHMO, Hannibal, Mo., and Lee Newspaper Syndicate.

WROK, Rockford—Licensed to Rockford Broadcasters, Inc. 100% of stock owned by Rockford Consolidated Newspapers Inc., publishers of *Rockford Morning Star* and *Rockford Register Republic.*

WHBF, Rock Island—Licensed to Island Broadcasting Co.; contr stockholders, officers and directors all stock of J. W. Potter Publishing publisher of *Rock Island Argus.*

WCBS, Springfield—Licensed to W Inc., 49% of stock owned by Ira C. ley, publisher of the *Springfield State Journal,* 1% by A. W. general manager of *Illinois State nal.*

INDIANA

WTRC, Elkhart—Licensed to the Publishing Co. Inc., publisher of *Daily Truth.*

WFBM, Indianapolis—Licensed to Inc.; chief owners are Harry M. and family; Mr. Bitner is publish *Pittsburgh Sun-Telegraph,* Hearst paper, but station is personal ment.

WIBC, Indianapolis—Licensed to In Broadcasting Corp., C. Walter Mc president, also publisher of *India News.*

WIRE, Indianapolis — Licensed to dianapolis Broadcasting Inc. 100 stock owned by Central Newspapers E. C. Pulliam, President.

WSBT, South Bend—Licensed to the *Bend Tribune.*

WAOV, Vincennes—Licensed to Vin Newspapers Inc., publisher of *Vin Sun-Commercial* (same ownersh WIRE, Indianapolis).

IOWA

KBUR, Burlington—Licensed to Bur Broadcasting Co.; 25% of stock ow controlling interests in the *Bur Hawk-Eye Gazette.*

KRNT, Des Moines—Licensed to Broadcasting Co., subsidiary of the ister & Tribune Co., publisher of *Moines Register* and *Des Moines une;* also publishers of *Minneapolis Journal* and *Look* Magazine.

KSO, Des Moines—Licensed to King Murphy, newspaper executive.

KDTH, Dubuque—Licensed to *D Telegraph-Herald.*

KGLO, Mason City—Licensed to Le dio Inc., affiliated with ownersh WTAD, Quincy, Ill.; KHMO, Han Mo., and Lee Newspaper Syndicate

KFNF, Shenandoah—Licensed to Inc.; 48.75% of stock owned by *Moines Register & Tribune* interes

KSCJ, Sioux City—Licensed to the kins Brothers Co. Affiliated with nal-Tribune Publishing Co.

KTRI, Sioux City—Licensed to Sioux Broadcasting Co.; 50% owned by rich Dirks; 25.2% by Eugene H. 12.4% each by John C. Kelly and gene F. Kelly, latter three identified ownership of *Sioux City Tribune.*

KANSAS

KGGF, Coffeyville—Licensed to Hu Powell, senior partner in firm of J. Powell & Co., publisher of *Coff Daily Journal.*

KGNO, Dodge City—Licensed to City Broadcasting Co. Inc.; 94 stock owned by J. C. Denious, pub of the *Dodge City Daily Globe* and ton (Kan.) *Telegram.*

KCKN, Kansas City—Licensed to KCKN Broadcasting Co., controlle Capper Publications Inc., publishe *Kansas City Kansan* and *Topeka Capital.*

KSAL, Salina—Licensed to KSAL controlled by R. J. Laubengayer, lisher of *Salina Journal,* who also interests in the *Hays Daily News. land Daily News* and *Hill City* (weekly), all in Kansas.

WIBW, Topeka — Licensed to T Broadcasting Assn. Inc., controlle Capper Publications, Inc., publishe *Topeka Daily Capital* (see KCKN, sas City).

KFH, Wichita—Licensed to Radio S KFH Co.; 51% of stock owned by toria Murdock Estate, publisher of *Wichita Eagle;* 25% of stock owne Mr. & Mrs. John Rigby, Beverly Cal.; 24% by Mrs. Anna Scott Piedmont, Cal.

(*Continued on page 64*)

THE NEW G-E LIGHTHOUSE TUBES

Designed for use in the ultra-high-frequency spectrum

GENERAL ELECTRIC
Electronic TUBE
MADE IN U.S.A.

GL-2C40

GL-2C40 is a triode, designed for use as a radio-frequency amplifier. This type of tube makes it practical for engineers to utilize the ultra-high-frequency channels heretofore not attainable. Shown twice actual size.

GL-2C22

GL-2C22 is a highly efficient transmission triode. Tubes of this design will enable transmitter engineers to design ultra-high-frequency relay equipment for FM and Television. This type of tube will permit operation in the very-high-frequency spectrum which also has been inaccessible. Shown actual size.

THE new G-E lighthouse tube is one of the major developments in electronic tube history. It is the key to the expanding fields of FM broadcasting, television, two-way radio communication, marine and aviation radio communication, and new industrial applications. Outstanding performance of these tubes is made possible by its disk-seal and parallel plane electrode design which shortens internal lead length and lowers lead inductance.

G.E. has available a complete line of electronic tubes for every application. For transmitting service they include a wide choice—from small air-cooled glass types to the air-radiator and giant water-cooled types. For receiving applications they include a complete line of metal and glass types.

For full information on receiving tubes, transmitting tubes, or industrial tubes, write to *Electronics Department, General Electric, Schenectady 5, N. Y.*

Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

OTHER ELECTRONIC-TUBE "FIRSTS" CONTRIBUTED BY GENERAL ELECTRIC

- Steel-clad ignitrons
- Thyratrons
- Metal receiving tubes
- Phototubes
- Thoriated-tungsten filaments
- High-power, water-cooled transmitting tubes
- Hot-cathode, mercury-vapor rectifiers
- Screen-grid tubes

There is a G-E electronic tube for every purpose!

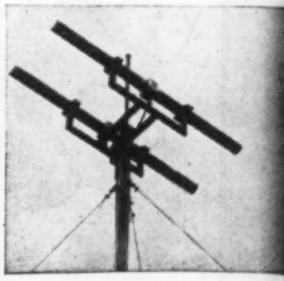
GENERAL ELECTRIC

161-D1

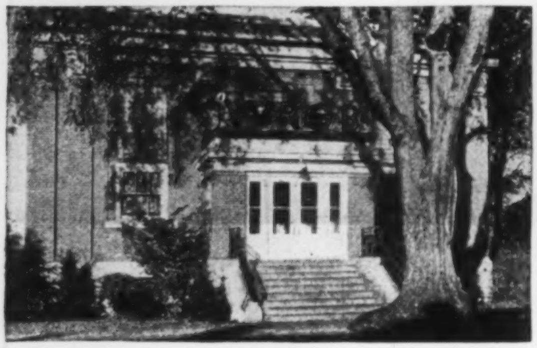
Come to the world's

for FM—Television—AM

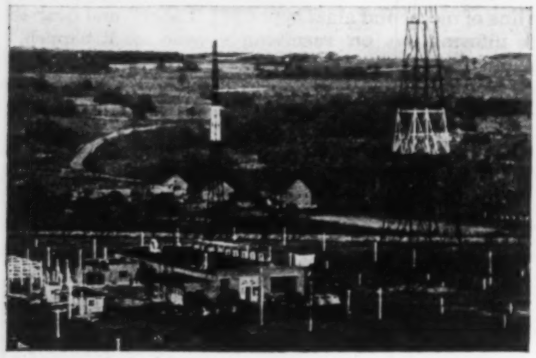
The various G-E studios, stations, equipment and regularly scheduled broadcasts represent the greatest concentration of proving-ground activities in the world for the development and demonstration of FM, television, and standard and shortwave AM. All are located in the Schenectady area—and virtually next door to the engineering laboratories and fac-

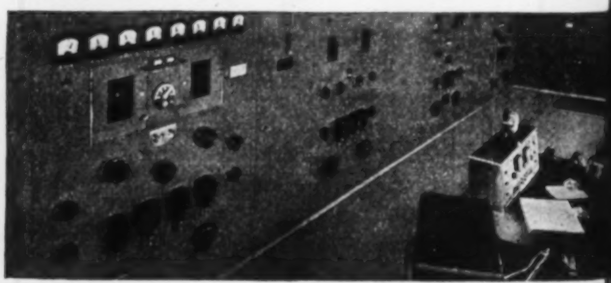


WGFM . . . .



WRGB . . . .





WGEO and WGEA

• *Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over N.B.C.*

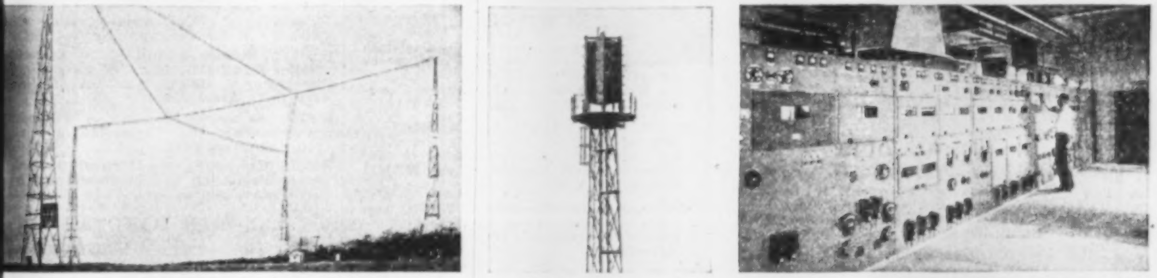
STATION AND STUDIO EQUIPMENT
TRANSMITTERS • ANTENNAS
ELECTRONIC TUBES • RECEIVERS

largest proving ground

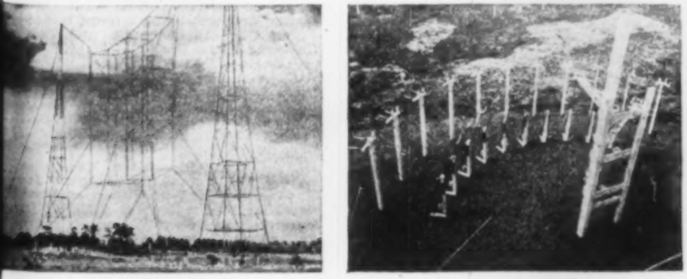
See G.E. for all three!

tories in which most of the equipment has been designed and built. So, make it a point to come to General Electric at Schenectady. . . . Here is the place to study the newest methods and equipment; to get a picture of the future of commercial broadcasting—in all three fields; and to plan soundly for post-war station operation.★

The first FM station licensed! (1) The ultra-modern WGY studio, in Schenectady, where WGFM also is located and from which programs are relayed—*without wires*—to the FM transmitter atop the Helderberg Mountains 12 miles away. (2) G-E *S-T* transmitter. (3) G-E high-gain *S-T* relay antenna. (4) FM broadcast transmitter at right, and 50-kw experimental transmitter. (5) G-E FM circular broadcast antenna.



Most powerful and best equipped television station in the world! (1) G-E workshop television studio in Schenectady. From here, through G-E television relay equipment, programs are beamed to the giant transmitter on a mountain-top 12 miles away. (2) A studio interior view. (3) G.E.'s pioneer television relay station which picks up programs from New York City and relays them to the main transmitter. (4) G-E directional relay antenna. (5) The G-E 40-kw television transmitter.



Two of the most powerful international shortwave broadcast stations! (1) Aerial view of transmitter station, and partial view of antenna arrays. (2) G-E high-powered AM transmitter and control console. (3) G-E shortwave broadcast panel antenna. (4) G-E antenna switchyard for the selection of beam antennas for broadcasts to different parts of the world.

FM
EQUIPMENT RESERVATION PLAN
Television Broadcasting Post-war
broadcasting post-war

★ **Write for any of this informative printed material: Book, *"Radio Broadcasting Post-war"*; book, *"Television Broadcasting Post-war"*; pamphlets on *FM systems and equipment* . . . as well as the *"G-E Equipment Reservation Plan"* which will enable you to obtain quick post-war delivery on equipment you need. Write also for any special information desired; or to make a date to come to Schenectady for a tour of inspection and study of G-E facilities. Address *Electronics Department, General Electric, Schenectady, New York.***

GENERAL ELECTRIC

160-C10-6912-6914

(Continued from page 60)

KENTUCKY

WHAS, Louisville—Licensed to Courier-Journal & Louisville Times Co.

WOMI, Owensboro — Licensed to Owensboro Broadcasting Co., stock owned by three stockholders of Owensboro Publishing Co., publisher of *Owensboro Messenger and Inquirer.*

LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc; same ownership as *Baton Rouge Advocate* and *Baton Rouge State Times;* Charles P. Manship, president.

KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 25% of stock owned by G. H. Thomas, Lafayette; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser.* Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram, Chippewa Falls Herald, Manitowac Times* and *Two Rivers Reporter,* all in Wisconsin. Remaining 25% owned by Louis M. Sepaugh, who has interest in KPLC, Lake Charles, La. and KRRV, Sherman, Tex.

KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times;* same ownership as *Monroe* (La.) *World* and *News-Star.*

MAINE

WCOU, Lewiston—Licensed to Twin City Broadcasting Co., Inc. Stockholders are: Faust Couture, pres. & treas.; Valdor Couture, sec. Ownership identified with *Le Messenger,* French language daily.

WGAN, Portland—Licensed to Portland Broadcasting System Inc.; 495 out of 500 shares owned by Gannett Publishing Co. Inc. (Guy P. Gannett), publisher of *Portland Press Herald* and *Portland Express; Augusta Kennebec Journal* and *Waterville Sentinel.*

MARYLAND

WBAL, Baltimore—Licensed to Hearst Radio Inc.; affiliated with *Baltimore News-Post* and *American* (see WINS New York).

MASSACHUSETTS

WCOP, Boston—Licensed to Cowles Broadcasting Co., subsidiary of Des Moines Register-Tribune Syndicate (see KRNT, Des Moines).

WSAR, Fall River—Licensed to Fall River Broadcasting Co., affiliated with Fall River Herald News Publishing Co.

WHYN, Holyoke — All stock of station owned by owners of *Holyoke Transcript-Telegram* and *Daily Hampshire Gazette,* Northampton (Mass.).

WNBH, New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times.*

WOCB, West Yarmouth—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times.*

WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & The Evening Gazette.*

MICHIGAN

WELL, Battle Creek—Licensed to Federated Publications Inc., publishers of *Battle Creek Enquirer & News, Grand Rapids Herald* and *Lansing State Journal.*

WHDF, Calumet—Licensed to Upper Michigan Broadcasting Co.; 40% of stock owned by John W. Rice, publisher of *Houghton Daily Mining Gazette.*

WJLB, Detroit—Licensed to John Lord Booth Broadcasting Inc., stockholder in Booth Newspapers Inc., of Michigan. (*Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News.*) Mr. Booth is not active in operation of the newspapers.

WWJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News.*

WDBC, Escanaba — Licensed to Delta Broadcasting Co.; Ownership affiliated with *Marquette Mining Journal,* also owner of WDMJ.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; majority owned by Daily Mining Journal Co. Ltd., publisher of *Marquette Mining Journal.*

WSOO, Sault Ste. Marie — Licensed to Hiawathaland Broadcasting Co.; 33% of stock owned by George A. Osborn, publisher of *Sault Ste. Marie News.*

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea-Austin Broadcasting Corp; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler.*

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram;* 32% by Northwest Paper Co., 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC. Mr. Murphy is also interested in the *Manitowoc* (Wis.) *Herald-Times, Chippewa Falls* (Wis.) *Herald-Telegram, Two Rivers* (Wis.) *Reporter, Lafayette* (La.) *Advertiser.*

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co.; see WEBC, Duluth.

WTCN, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press;* 50% of stock owned by Minnesota Tribune Co. The St. Paul newspapers are published by the Ridder Brothers, also publishers of the *New York Herald & Staas-Zeitung* (German). *Duluth Herald* and *News-Tribune, Aberdeen* (S. D.) *American and News* and *Grand Forks* (N. D.) *Herald,* who also have minority interest in the *Seattle Times.*

KFAM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Daily Times.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald.*

MISSISSIPPI

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune,* Quitman, Miss. (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc Affiliated with *Vicksburg Morning Herald* and *Vicksburg Evening Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.: controlling stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times* (see also KXOK, St. Louis).

KHMO, Hannibal—Licensed to Courier-Post Publishing Co., publisher of *Hannibal Courier-Post;* same ownership as *Kewanee* (Ill.) *Star-Courier* (Lee Syndicate).

KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune.*

WMBH, Joplin—Licensed to Joplin Broadcasting Co. Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald* owns 5/7 of stock; 2/7 of stock owned by D. J. Poyner, manager of WMBH and president of the corporation.

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of *The Kansas City Star.*

KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; ownership affiliated with *Poplar Bluff American Republic.*

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; Ownership identified with Springfield Newspapers Inc.

KFEQ, St. Joseph—Licensed to KFEQ Inc. 42.8% of stock owned by the News Corp., publisher of the *St. Joseph News-Press* and *St. Joseph Gazette.*

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch.*

KXOK, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times* (see also KFRU, Columbia, Mo.).

MONTANA

KRJF, Miles City—Licensed to Star Printing Co., publishers of the *Miles City Star.*

NEBRASKA

KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; majority owned by *Hastings Daily Tribune.*

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 51% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal;* 24% of stock owned by *Lincoln Star.*

WJAG, Norfolk—Licensed to the *Norfolk Daily News.*

KOWH, Omaha—Licensed to World Publishing Co., publisher of *Omaha World-Herald.*

NEVADA

KOH, Reno—Licensed to McClatchy Broadcasting Co. of Nevada. Same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee,* all in California (McClatchy Newspapers).

NEW HAMPSHIRE

WFEA, Manchester—Licensed to New Hampshire Broadcasting Co.; Harry M. Bitner, publisher of *Pittsburgh Sun-Telegraph,* chief owner.

WMUR, Manchester—Licensed to The Radio Voice of New Hampshire Inc., 5% of stock owned by Edward J. Gallagher who is 50% owner of common stock and managing editor of Citizen Publishing Co. which publishes the *Citizen.*

NEW JERSEY

WBAB, Atlantic City—Licensed to Press Union Publishing Co., publisher of *Atlantic City Press* and *Union.*

WHOM, Jersey City—Licensed to Cowles Broadcasting Co., subsidiary of Des Moines Register-Tribune Co. (see KRNT, Des Moines).

NEW MEXICO

KOB, Albuquerque — Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal;* Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

KAVE, Carlsbad — Licensed to Carlsbad Broadcasting Corp., Val Lawrence, president, owns 52.6% of common stock and is vice-president of *El Paso* (Tex.) *Times.*

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker News* (Gannett Newspaper; see WENY, Elmira, N. Y.).

WMBO, Auburn—Licensed to WMBO Inc. 100% of stock owned by Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser.*

WLIB, Brooklyn—Licensed to WLIB Inc. Owned by Dorothy S. Thackery, publisher of the *New York Post.*

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News.*

WEBR, Buffalo—Licensed to WEBR Inc. 75% of stock owned by *Buffalo Courier-Express.*

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette, Elmira Advertiser* and *The Sunday Telegram,* affiliated with Frank E. Gannett Newspapers: *Rochester Times-Union* and *Democrat & Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch* and *Press, Newburgh News, Beacon News, Ithaca Journal, Olean Times-Herald* (minority), *Ogdensburg Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Observer* and *Binghamton Press* all in New York State; *Hartford* (Conn.) *Times, Plainfield* (N. J.) *Courier-News, Danville* (Ill.) *Commercial-News.*

WGNY, Newburgh—Licensed to WGNY Broadcasting Co. Inc. Stockholders are publishers of *Poughkeepsie* (N. Y.) *New Yorker; Iowa City* (Ia.) *Press-Citizen; Chillicothe* (O.) *Ohioan; Fort Collins* (Colo.) *Express-Courier; Cheyenne Wyoming State Tribune and Wyoming Eagle; Salinas* (Cal.) *Californian; Reno Gazette; Nevada State Journal and Wyoming Stockman-Farmer.* (See also KDON Monterey, Cal. and KFBC Cheyenne, Wyo.).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among co-operative backers are directors of the *Jewish Daily Forward;* the newspaper company itself has no interest or control.

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York Journal-American, New York Mirror, Albany Times-Union, Boston Record* and *American* and *Sunday Advertiser, Baltimore News-Post* and *Sunday American, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee News-Sentinel, Detroit Times, San Francisco Examiner* and *Call-Bulletin, Oakland Post-Enquirer, Los Angeles Examiner* and *Herald-Express, San Antonio Light, Seattle Post-Intelligencer.*

WOV, New York City — Licensed to Wodaam Corp., one of stockholders (Richard E. O'Dea) is director and stockholder of the *Paterson Morning Call.*

WQXR, New York City—Licensed to the New York Times Co.

WHLD, Niagara Falls — Licensed to Niagara Falls Gazette Publishing Co., publishers of *Niagara Falls Gazette.*

WHDL, Olean—Licensed to WHDL Inc., 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (newspaper part-owned by Gannett Newspapers).

WKIP, Poughkeepsie—Licensed to Poughkeepsie Newspapers Inc.

WHEC, Rochester — Licensed to WHEC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle and Rochester Times-Union.* (Gannett Newspapers; see WENY, Elmira, N. Y.)

WWNY, Watertown — Licensed to The Brockway Co., owned and operated by the *Watertown Times.*

WFAS, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publishers of *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times,* all in New York.

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Co., Inc., publisher of *Asheville Citizen* and *Times.*

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Sun.*

WGBR, Goldsboro—30 of 180 shares of stock owned by Talbot Patrick, publisher of the *Goldsboro News-Argus* and director of the *Concord Tribune.* 7 shares owned by P. M. Patrick, secretary and director of the *Goldsboro News-Argus.*

WHKY, Hickory — Licensed to Catawba Valley Bcstg. Co.; 16.3% of stock owned by Lester C. Gifford, publisher of *Hickory Daily Record.*

WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; Ownership affiliated with *Salisbury Post.*

WSJS, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel.*

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum;* 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

OHIO

WHKK, Akron—Licensed to United Broadcasting Co.; controlling interest owned by Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News.*

WICA, Ashtabula — Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald,* all Ohio dailies.

WHBC, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository, Steubenville Herald-Star, Marion Star, East Liverpool Review, Portsmouth Times* and *Salem News,* all in Ohio; *Salisbury* (Md.) *Times.*

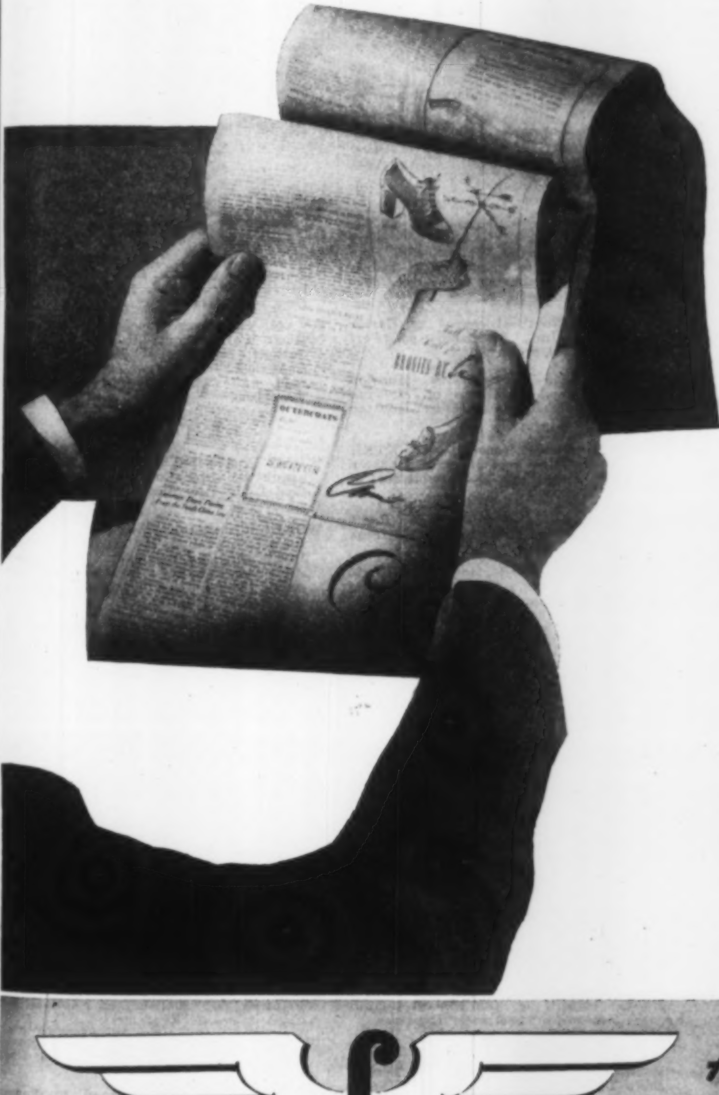
WCPO, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers, publishers of *Cincinnati Post, New York World-Telegram, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Press-Scimitar, Memphis Commercial Appeal, Birmingham Post, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington* (Ky.) *Post, Denver Rocky Mountain News, Evansville* (Ind.) *Press.*

WKRC, Cincinnati—Licensed to Cincinnati Times-Star Co.

(Continued on page 66)

"FM, Television AND FACSIMILE will grow to GIANTS after the War"

...JAMES LAWRENCE FLY



Facsimile broadcasting delivers to homes a printed and illustrated program which may be read instantly and kept for permanent enjoyment and lasting benefit. With FM and Facsimile, broadcasters can—by "multiplexing"—transmit printed-and-illustrated radio programs simultaneously with audio, over their FM channel.

The commercial possibilities of Facsimile are virtually untapped and the pioneering work of Finch in Facsimile broadcasting, which has resulted in over 80 issued U. S. Patents, is available to those who at this time may be planning combined FM, Television and Facsimile operations.

Finch Telecommunications, Inc.
Passaic, N. J.

Automatically synchronizing
finch facsimile

(Continued from page 64)

WSAI, Cincinnati—Licensed to Buckeye Broadcasting Co., owned by Field Enterprises Inc., which is controlled by Marshall Field, proprietor of the *Chicago Sun* and *PM*.

WHK, Cleveland — Licensed to United Broadcasting Co. (See WHKK, Akron).

WBNS, Columbus — Licensed to WBNS Inc. Ownership identified with *Ohio State Journal, Columbus Dispatch*.

WHKC, Columbus—Licensed to United Broadcasting Co. (See WHKK, Akron).

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield* (O.) *News, Springfield* (O.) *Sun, Miami Daily News* and *Atlanta Journal* (James M. Cox).

WING, Dayton—Licensed to Great Trails Broadcasting Corp.; controlled by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette* (see also WIZE, Springfield).

WPAY, Portsmouth—Licensed to The Scioto Broadcasting Co.; 100% owned by Brush-Moore Newspapers, publishers of *Portsmouth Times*.

WIZE, Springfield—Licensed to Voice of Springfield Inc.; controlling stock owned by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette*.

WFMJ, Youngstown—Licensed to WFMJ Broadcasting Co., controlled by William F. Maag Jr., publisher of *Youngstown Vindicator*.

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp. W. P. Williamson Jr. owns 59.2% of stock; Forest City Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*, owns balance. (See WHKK).

OKLAHOMA

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite*.

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle*.

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat*.

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman, Oklahoma City Times* and *The Farmer Stockman*.

KGFF, Shawnee — Licensed to KGFF Broadcasting Co. Inc. Controlling stock interest (94%) owned by Stauffer Publications Inc. (Topeka, Kans.) owner and publisher of *Shawnee* (Okla.) *News-Star; Grand Island* (Neb.) *Independent; Arkansas City* (Kan.) *Traveler; Maryville* (Mo.) *Forum; Pittsburgh* (Kan.) *Headlight & Sun; Nevada* (Mo.) *Daily Mail;* and *Topeka* (Kan.) *State Journal*.

KOME, Tulsa — Licensed to Oil Capital Sales Corp. Dexter Moss, president, Dexter Publishing Co., 20% stockholder.

OREGON

KWIL, Albany—Licensed to Central Willamette Broadcasting Co.; all stock owned by W. L. Jackson and R. R. Cronise, co-publishers of *Albany Democrat-Herald*.

KAST, Astoria—Licensed to Astoria Broadcasting Co.; Ownership affiliated with *Astoria Astorian-Budget* and *Pendleton East Oregonian*.

KBND, Bend—Licensed to *Bend Bulletin*.

KUIN, Grants Pass—Licensed to Southern Oregon Bcstg. Co.; 50% of stock owned by A. E. Voorhies, publisher of *Grants Pass Courier;* 50% by Redwood Bcstg. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KOOS, Marshfield — Licensed to KOOS Inc., controlled by Sheldon F. Sackett, publisher of *Coos Bay Times*, Marshfield. (See KROW Oakland, Cal.)

KALE, Portland—Licensed to KALE Inc.; stock owned by *Portland Oregon Journal* 100%.

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls* (Ore.) *Herald-News;* same interests also own 20% interest in *Medford* (Ore.) *Mail-Tribune*.

PENNSYLVANIA

WSAN, Allentown—Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by stockholders of Allentown Call Publishing Co., publisher of *The Morning Call* and owner of *The Evening Chronicle*.

WCED, DuBois—Licensed to Tri-County Broadcasting Co.; same ownership as *DuBois Courier-Express*.

WEST, Easton — Licensed to Associated Broadcasters Co. (Mason Dixon Group). Operated independently. Mason Dixon Group owned by J. Hale & John F. Steinman, owners of Lancaster Newspapers Inc.

WHP, Harrisburg — Licensed to WHP Inc.; 74.6% of stock owned by The Telegraph Press, publisher of *Harrisburg Telegraph*.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp. (Mason Dixon Group. See WEST Easton).

WAZL, Hazleton — Licensed to Hazleton Broadcasting Service Inc. (Mason Dixon Group. See WEST Easton).

WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune* and *Democrat*.

WGAL, Lancaster — Licensed to WGAL Inc. (Mason Dixon Group. See WEST Easton).

WMRF, Lewistown—Licensed to Lewistown Broadcasting Co.; 33-1/3% of stock owned by the Sentinel Co., publisher of *Lewistown Sentinel*.

WPEN, Philadelphia—Licensed to the Bulletin Co., publisher of the *Philadelphia Bulletin*.

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph*. (See WINS, New York).

WWSW, Pittsburgh—Licensed to WWSW Inc. Controlled by P-G Publishing Co., publishers of the *Pittsburgh Post-Gazette*.

WQAN, Scranton—Licensed to the *Scranton Times*. (Operates non-commercially)

WPIC, Sharon—Licensed to Sharon Herald Broadcasting Corp. One stockholder holds stock in Sharon Herald Publishing Co.

WKOK, Sunbury — Licensed to Sunbury Broadcasting Corp.; Majority ownership identified with *Sunbury Item*.

WRAK, Williamsport—Licensed to WRAK Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun;* 33 1/3% owned by R. T. Steele Estate.

WORK, York—Licensed to York Broadcasting Co. (Mason Dixon Group. See WEST Easton).

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Daily Mail*.

WTMA, Charleston—Licensed to Atlantic Coast Broadcasting Co.; affiliated with *Charleston News & Courier* and *Charleston Post*.

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

SOUTH DAKOTA

WNAX, Yankton—Licensed to WNAX Broadcasting Co. Identified with Cowles Broadcasting Co. (See KRNT, Des Moines).

TENNESSEE

WOPI, Bristol — Licensed to Radiophone Broadcasting Station WOPI Inc.; 50% owned by C. J. Harkrader, publisher of *Bristol Herald-Courier* and *News Bulletin*, 50% owned by W. A. Wilson.

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WKPT, Kingsport—Licensed to Kingsport Broadcasting Co., Inc. C. P. Edwards Jr., president of Kingsport Publishing Co. owns minority stock in WKPT.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel* etc., see WCPO, Cincinnati).

WMC, Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper. (See WCPO, Cincinnati).

TEXAS

KRBC, Abilene — Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter-News*, Director in *Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald*, all in Texas.

KGNC, Amarillo — Licensed to Plains Broadcasting Co. Howe-Snowden Group. 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe* and *News;* 18% owned by *Globe-News* employee pool; 1% by Wesley Izzard; 10% by De Witt Landis. Same interests also control *Lubbock Avalanche, Lubbock Journal* and *Atchison* (Kan.) *Globe*.

KNOW, Austin — Licensed to Frontier Broadcasting Co. Inc.; 50% of stock owned by E. S. Fentress, half owner of *Austin American* and *Statesman*, half owner and publisher of *Waco News-Tribune* and *Times-Herald*, one-third owner of *Wichita Falls Record-News* and *Times*, half owner of *Texarkana Gazette* and *News*.

KFDM, Beaumont—Licensed to Beaumont Broadcasting Corp.; 25% owned by the *Beaumont Enterprise* and *Journal*.

KRIC, Beaumont—Licensed to KRIC Inc.; Owned by *Beaumont Enterprise* and *Journal*.

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co. Identified with *Big Spring Herald*. (See KRBC, Abilene).

KBWD, Brownwood—Licensed to Brown County Broadcasting Co.; 25% of stock owned by C. C. Woodson, owner and publisher of the *Brownwood Bulletin*.

KRIS, Corpus Christi—Licensed to Gulf Coast Broadcasting Co Ownership identified with *Corpus Christi Caller-Times* and Tilford Jones, Houston.

KRLD, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald*.

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of *The Dallas Morning News*.

KROD, El Paso—Licensed to D. D. Roderick, publisher of *El Paso Times*.

KGKO, Fort Worth—Licensed to KGKO Broadcasting Co.; 50% owned by Amon Carter and associates, publisher of *Fort Worth Star-Telegram*, and 50% by A. H. Belo Corp., publisher of *Dallas Morning News*.

WBAP, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KPRC, Houston—Licensed to Houston Printing Corp., publisher of *Houston Post;* 97% of stock owned by Houston Post Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co. Howe-Snowden Group. (See KGNC, Amarillo).

KPDN, Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News, Santa Ana* (Cal.) *Register, Clovis* (N. M.) *News-Journal*, and *Bucyrus* (O.) *Telegraph-Forum*.

KPLT, Paris—Licensed to North Texas Broadcasting Co.; affiliated with *Paris News*. (see KRBC, Abilene).

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*, weekly. (See also KAVE, Carlsbad, N. M.)

KGKL, San Angelo—Licensed to KGKL Inc.; Ownership affiliated with *San Angelo Standard-Times*. (see KRBC, Abilene).

KTSA, San Antonio—Licensed to Sunshine Broadcasting Co.; 74% of stock under same ownership as KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KRRV, Sherman—Licensed to Red River Valley Broadcasting Corp.; Ownership identified with *Sherman Democrat*.

KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; owned by J. S. McBeath and Mittie A. McBeath, publishers of the *Sweetwater Reporter;* and Wendell Mayes, Brownwood, and Russell Bennit, co-publishers of *Sweetwater Reporter*.

KTEM, Temple—Licensed to Bell Broadcasting Co. Ownership same as Bell Publishing Co., publishers of *Temple Daily Telegram*.

KCMC, Texarkana—See Arkansas.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record* is one-third partner.

WACO, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNOW, Austin, Tex.

KRGV, Weslaco—Licensed to KRGV Inc. Howe-Snowden Group (See KGNC, Amarillo).

UTAH

KSUB, Cedar City—Licensed to Radio Service Corp. of Utah.; 19.55% of stock owned by Kearns Corp., publisher of the *Salt Lake Tribune;* 50.27% held by the Church of Jesus Christ of Latterday Saints; remainder of stock variously held.

KLO, Ogden—Licensed by Interstate Broadcasting Corp.; majority stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner*.

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah. 19.55% of stock owned by Kearns Corp., publisher of the *Salt Lake Tribune*, John F. Fitzpatrick, publisher; 50.27% held by the Church of Jesus Christ of Latterday Saints, remainder of stock variously owned.

VIRGINIA

WMVA, Martinsville—Licensed to Martinsville Broadcasting Co.; 50% owned by William C. Barnes, publisher of *Martinsville Bulletin*.

WGH, Newport News—Licensed to Hampton Roads Broadcasting Corp.; 66% of stock owned by Daily Press Inc., publisher of *Newport News Daily Press* and *Times-Herald;* 34% by Edward E. Bishop.

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot*.

WRNL, Richmond—Licensed to Richmond Radio Corp.; owned by Richmond Newspapers Inc., operating *Richmond News Leader* and *Richmond Times Dispatch*.

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News*.

WSLS, Roanoke—Licensed to Roanoke Broadcasting Corp.; 40% owned by J. P. Fishburn, publisher of *Roanoke Times* and *World-News*.

WASHINGTON

KWLK, Longview—Licensed to Twin City Broadcasting Corp.; 25% of stock owned by John McClelland, publisher of *Longview Daily News*.

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; controlled by Sheldon F. Sackett, publisher of *Marshfield* (Ore.) *Coos Bay Times*, owner of KOOS, Marshfield, and 65% owner of KROW, San Francisco.

WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sunset News*.

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch;* 48% owned by Capt. John A. Kennedy, USNR.

WLOG, Logan—Licensed to Clarence E. Frey, publisher of *Logan Banner*, and Robert O. Greever, Merrill Coal Mine Inc., partners.

WAJR, Morgantown—Licensed to West Virginia Radio Corp. Stockholders own stock in West Virginia Newspaper Publishing Co., publishers of *Morgantown Post* and *Dominion News; New Martinsville Wetzel Republican*.

WISCONSIN

WEAU, Eau Claire—Licensed to Central Broadcasting Co.; 24 1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader;* 40% owned by Elizabeth Murphy, wife of publisher of *Superior* (Wis.) *Telegram;* 18 2/3% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram*.

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter*.

WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette*.

WIBA, Madison — Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital-Times;* other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal*, Madison (Lee Syndicate).

WISN, Milwaukee — Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel*. (See WINS, New York).

(Continued on page 381)

HE WATCHED THE SEA...

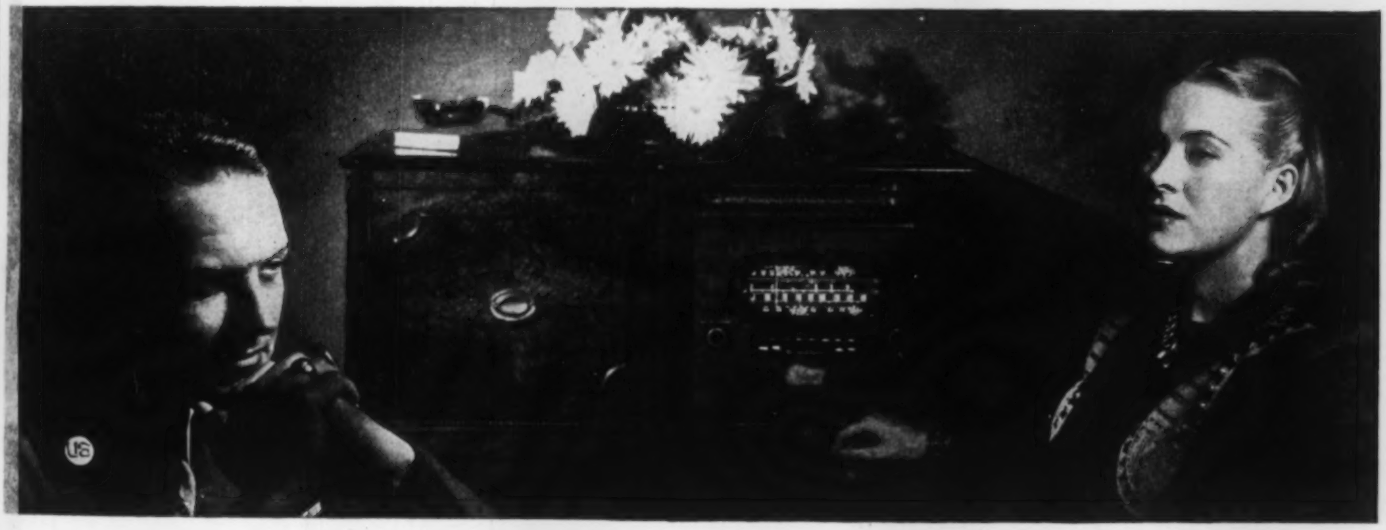
SHE THOUGHT OF A QUIET PLACE IN THE PINES

What moved them as they listened was a song they had danced to the week-end they first met. A song that rooted deep in their memories . . . just as some song, some symphony, some little tune has become part of your life.

Even when you share that music with someone who feels as you do . . . what you think about, what you see, what you dream is yours alone.

Because so much of the pleasure you share and so much of your inner satisfaction depend on how well the music you like is played . . . you will want FM more than you have ever wanted any kind of radio.

As Stromberg-Carlson will bring FM to you, you will hear the full range of musical tone for the first time. Virtually without interference or static! Reproduced flawlessly as only Stromberg-Carlson has learned in 50 years to reproduce music!



IMPORTANT: 200 broadcasters have applied for license for FM radio stations. Within 18 months after war's end, this new, clearer, better kind of radio will be available to 100,000,000 Americans. Stromberg-Carlson will offer FM receivers over a broad range of prices.

For the main radio in your home...there is nothing finer than a **STROMBERG-CARLSON**

OWNERS AND OPERATORS OF: WHAM, 50,000 WATTS, CLEARED CHANNEL; WHFM, FREQUENCY MODULATION STATION; TELEVISION BROADCASTING LICENSE APPLIED FOR; ROCHESTER, N. Y.

© [illegible], STROMBERG-CARLSON COMPANY, ROCHESTER, N. Y.

(*Continued from page 48*)

December 1943 are shown in List 3 and 4.

LIST 3

December 1944 Weekly Daytime Ratings

1.	When a Girl Marries	8.4
2.	Aunt Jenny	7.8
3.	Life Can Be Beautiful	7.8
4.	Ma Perkins (CBS)	7.8
5.	Romance of Helen Trent	7.7
6.	Kate Smith Speaks	7.7
7.	Big Sister	7.6
8.	Portia Faces Life	7.5
9.	Stella Dallas	7.4
10.	Young Widder Brown	7.3
11.	Right To Happiness	7.1
12.	Backstage Wife	6.8
13.	Breakfast at Sardi's (Kellogg)	6.7
14.	Just Plain Bill	6.6
15.	Pepper Young's Family	6.5

LIST 4

December 1943 Weekly Daytime Ratings

1.5	Stella Dallas	8.3
1.5	Portia Faces Life	8.3
3.5	Ma Perkins (CBS)	8.2
3.5	When A Girl Marries	8.2
5.	Young Widder Brown	8.1
6.	Big Sister	7.9
7.	Pepper Young's Family	7.8
8.	Our Gal Sunday	7.4
9.5	Right to Happiness	7.3
9.5	Kate Smith Speaks	7.3
11.	Back Stage Wife	7.1
12.	Ma Perkins (NBC)	7.1
13.5	Romance of Helen Trent	7.0
13.5	Breakfast at Sardi's	7.0
15.5	Lorenzo Jones	6.5
15.5	Life Can Be Beautiful	6.5

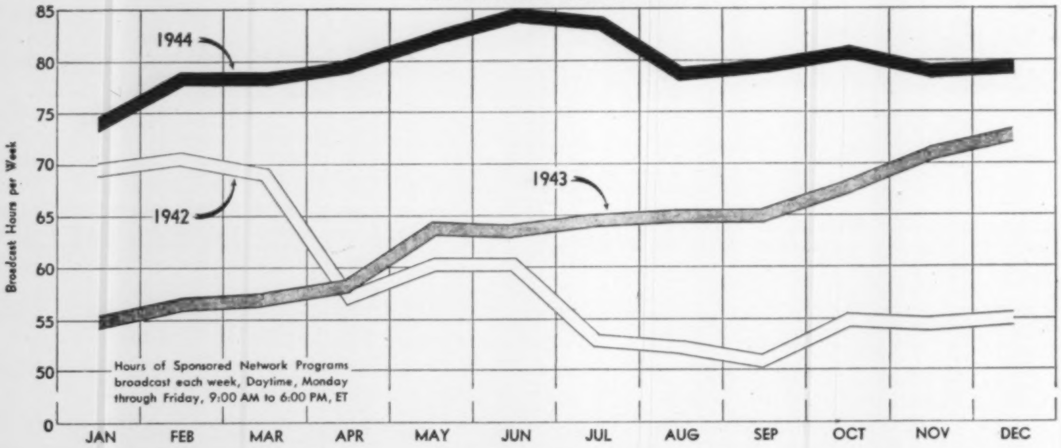
Comparison of the list for the two years shows that the range of ratings for the top fifteen daytime programs approximately are the same in each. Thirteen of the programs on the 1944 list were also on the 1943 list. Just Plain Bill and Aunt Jenny appear in List 3 but not in List 4.

CHART VI

Hooper National Trends

BROADCAST HOURS INDEX- DAYTIME

JANUARY 1942 - DECEMBER 1944



Every important Advertising Agency in the Land gets **at least** one copy* of

BROADCASTING
MAGAZINE

* Many get 5 or more.

In Buffalo it's

BUFFALO Courier-Express STATION

WEBR

MUTUAL NETWORK

for

FULL COVERAGE

at

LOWEST COST

Nationally Represented by WEED & CO.

WDSU

NEW ORLEANS

1280 KC.

BLUE NETWORK

5000 WATTS

ENGINEERED FOR

20,000 WATT SERVICE

FOR SOUTH LOUISIANA AND GULFCOAST

REPRESENTED BY BLAIR & COMPANY

LOST—YESTERDAY

FCC figures show that about one-third of the nation—in small town and rich rural "Beyond-Metropolitan" areas—receives unsatisfactory coverage, or none at all, from major wired network stations. Therefore, these millions of listeners were lost to national advertisers—"national" in theory but not in fact. Then came KBS.

KEYSTONE NETWORK

XUM

FOUND—
TODAY

National advertisers now reach these lost millions via the Keystone transcription network. For Hooper surveys* prove that the vast majority of people in the significant "Beyond-Metropolitan" areas surveyed listen predominantly to their own local Keystone stations. KBS delivers this huge NEW mass of audience at the lowest cost per actual listener in history. Join the leading national advertisers now extending their network programs to KBS markets.

*Detailed survey on request.

THIS IS THE KEYSTONE

KBS

GREATER-TOMORROW

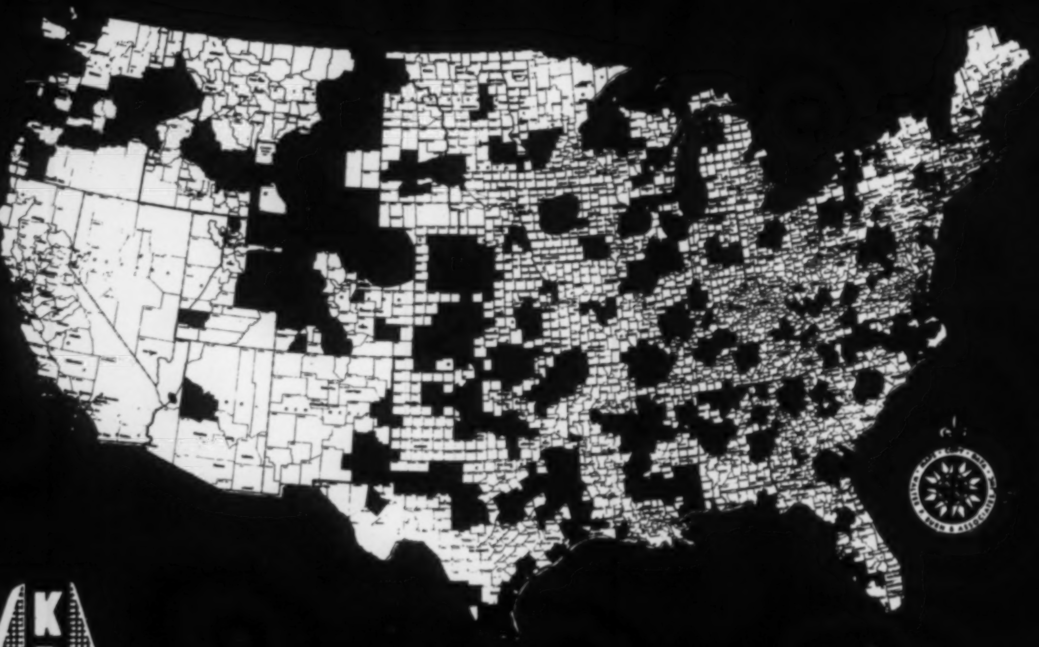
"Beyond-Metropolitan" America will continue and expand its present all-time-high prosperity. Says distribution chief Nelson A. Miller, Dep't. of Commerce, "In the post-war competitive market . . . the small town and rural market must be brought into selling programs in a big way, fully in proportion to its size and improved quality."

ONLY Keystone affords radio advertisers exclusive network coverage in this indispensable sector of the nation.

BROADCASTING SYSTEM

XUM

THIS IS "BEYOND-METROPOLITAN" AMERICA



208 STATIONS COAST TO COAST!

KBS

STREAMLINED!

- ONE OPERATION INSTEAD OF 208
- ONE TIME ORDER
- ONE TIME CLEARANCE
- ONE SCHEDULE
- ONE MECHANICS OPERATION
- ONE SOURCE FOR AFFIDAVITS
- ONE INVOICE

Let the KBS representative tell you the complete story. KEYSTONE BROADCASTING SYSTEM, Inc., New York City 19, Chicago 2, Hollywood 28

KEYSTONE NETWORK

Directory of

BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

INS—International News Service. AP—Associated Press. TP—Transradio Press. UP—United Press.
Postal Zone Numbers are Listed Alongside Cities Wherever Furnished by Stations.

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
NNISTON 5	WHMA	1450	250	Harry M. Ayers 14th & Noble Sts. 2380	Blue	Harry M. Ayers J. W. Buttram J. W. Buttram	Ruby S. Meigs Ruby S. Meigs James Hudson	Sears & Ayer UP
ESSEMER	WJLD	1400	250	George Johnston Gary Hotel 2300	KBS	George Johnston Bill Terry Eugene P. Weil	Hal Falter Miriam Bunkin George H. Harrison, Jr.	.... World AP
RMINGHAM 3	WAPI	1070	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Ed Norton Thad Holt Thad Holt Thad Holt	Jimmie Willson Mary Bennett Norman S. Hurley	Radio Sales World UP
RMINGHAM 1	WBRC	960	5,000	Birmingham Bcstg. Co. Inc. WBRC Bldg. 4-7741	NBC	J. C. Bell	Herbert C. Grieb .... G. P. Hamann	Raymer Standard INS
RMINGHAM 1	WSGN	610	5,000–LS 1,000–N	The Birmingham News Co. Dixie Carlton Hotel 4-3434	Blue	The Birmingham News Co. Henry P. Johnston Henry P. Johnston	Jack McCormack Cornelia Robinson Flay McPherson Gordon F. Bishop	Headley-Reed Thesaurus AP
ECATUR	WMSL	1400	250	Tennessee Valley Bcstg. Co. 511 Bank St. 802	MBS KBS	Melvin Hutson Milton R. Muller Samuel Gompers	Samuel C. Phillips .... Garlin G. Sandlin	Headley-Reed World Standard UP
DOTHAN	WAGF	1400	250	Dothan Broadcasting Co. 204½ E. Main St. 1430	....	Partnership Julian C. Smith Fred C. Moseley	Carl E. Snellgrove .... John T. Hubbard	Headley-Reed Standard AP
ADSDEN	WJBY	1240	250	Gadsden Broadcasting Co. Inc. 108 Broad St. 88	MBS	B. H. Hopson Beatrice Tate Benton Sam Benton	Beatrice Tate Benton .... W. F. Pigg	Sears & Ayer .... TP
HUNTSVILLE	WBHP	1230	250	Wilton Harvey Pollard 818 W. Clinton St. 313	MBS KBS	W. H. Pollard W. H. Pollard W. H. Pollard	Margaret Speake .... John Garrison	.... UP
MOBILE 9	WALA	1410	5,000	Pape Broadcasting Co. 106 St. Joseph St. 3-3787	NBC	W. O. Pape H. K. Martin Al Treadway	Charles Saunders C. L. Smallwood Roger Killough	Headley-Reed Standard AP
MOBILE 2	WMOB	1230	250	S. B. Quigley 600 St. Louis St. 2-4566	Blue, MBS	S. B. Quigley S. B. Quigley F. E. Busby	Clara Malone Bea Quigley T. L. Greenwood	.... Thesaurus UP
MONTGOMERY 1	WCOV	1240	250	G. W. Covington, Jr. Box 1029 5781	CBS	G. W. Covington, Jr. John C. Hughes R. B. Raney	Weston Britt E. J. Duke W. D. Weatherly	Wilson Standard INS
MONTGOMERY 2	WSFA	1440	1,000–LS 500–N	Montgomery Bcstg. Co. Inc. Jefferson Davis Hotel 8361	NBC	Howard E. Pill Howard E. Pill Howard E. Pill	E. Caldwell Stewart John B. DeMotte C. I. Shelkofsky	Headley-Reed Thesaurus AP
MUSCLE SHOALS	WLAY	1450	250	Muscle Shoals Broadcasting Corp. E. Second St., Sheffield Sheffield 1450	MBS KBS	F. M. Farris, Jr. E. J. Sperry E. J. Sperry	Josephine Sperry Lucille Johnston H. G. Oberschelp	Sears & Ayer Standard MacGregor UP
PELIKA	WJHO	1400	250–LS 100–N	Opelika Auburn Broadcasting Co. 1400 Auburn Road 856	MBS KBS	Opelika Auburn Bcstg. Co. Francis Marion Hyatt James Theodore Ownby	Anne Davis James T. Ownby Francis Marion Hyatt	.... Thesaurus UP
SELMA	WHBB	1490	100	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS	Bascom H. Hopson Julien Smith, Jr. Julien Smith, Jr.	Erin Reynolds Erin Reynolds T. F. Kelly, Jr.	Sears & Ayer ....
YLACAUGA	WFEB (Construction permit)	1340	250	Alabama Broadcasting Co.	....	E. E. Forbes, Sr. Hugh Webb Hugh Webb	....	....
USCALOOSA	WJRD	1230	250	James R. Doss Jr. First National Bank Bldg.	KBS	....	....	.... World Thesaurus AP

ARIZONA

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LOBE	KWJB	1240	250	Gila Broadcasting Co. P.O. Drawer 2343 41	NBC ABC	Louis F. Long Paul Merrill Edward E. Furman	Willard Shoecraft Willard Shoecraft Herbert Hartman	Raymer Standard AP, UP
OWELL	KSUN	1230	250	Copper Electric Co. Inc. Drawer C Lowell Station Bisbee Bisbee 9	CBS Arizona	Carleton W. Morris Carleton W. Morris Eleanor Cervisi	.... Niel Arveschog	Blair Associated
PHOENIX	KOY	550	1,000	Salt River Valley Broadcasting Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Albert D. Johnson John L. Hogg	Jack Williams Albert D. Johnson Lewis Sublett	Blair World MacGregor UP, TP
PHOENIX	KPHO	1230	250	Phoenix Broadcasting Inc. Adams Hotel Bldg. 4-7367	Blue	Rex Shepp Charlie Garland Arnold J. Gregory	Libby Quinn Arnold J. Gregory Ross Griffith	Wilson Associated INS
PHOENIX	KTAR	620	5,000	KTAR Broadcasting Co. 711 Heard Bldg. 4-4161	NBC ABC	John J. Louis Richard O. Lewis Richard O. Lewis J. R. Heath	J. Howard Pyle L. D. Bradbury J. H. Haughawout	Raymer Standard Thesaurus AP, INS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1945)

ARIZONA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libr News Servi
PRESCOTT	KYCA	1490	250	Southwest Broadcasting Co. East Gurley St. 244	NBC ABC	Radio Station KTAR Harold Ritter Harold Ritter	Roberta M. Pfister Byron McCall Fred Blackburn	Raymer Standard AP
SAFFORD	KGLU	1450	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	NBC ABC	L. F. Long Paul Merrill Edward E. Furman	Norman B. Harrington Edward E. Furman Herbert Hartman	Raymer Standard AP, UP
TUCSON	KTUC	1400	250	Tucson Broadcasting Co. 900 E. Broadway 1400	CBS Arizona	Ralph W. Bilby Lee Little Eugene V. Packer	Wayne A. Sanders .... Clifford Livingston	Blair Associated World MacGregor UP
TUCSON	KVOA	1290	1,000	Arizona Broadcasting Co.	NBC ABC	....	....	.... Thesaurus AP
YUMA	KYUM	1240	250	Yuma Broadcasting Co. First St. & 19th Ave. 88	NBC ABC	R. N. Campbell Ray C. Smucker Ray C. Smucker	Clark Hayden Lloyd Loers Leavenworth Wheeler	Raymer Thesaurus AP, INS

ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libr News Servi
BLYTHEVILLE	KLCN	900	1,000-D	Harold L. Sudbury Hotel Noble 2093	....	Harold L. Sudbury Harold L. Sudbury Harold L. Sudbury	J. T. Sudbury Ray Van Hooser Robert Conner	Pearson World Thesaurus UP
EL DORADO	KELD	1400	250	Radio Enterprises Inc. Exchange Bldg. 1313	Blue Arkansas	T. H. Barton Leon M. Sipes Leon M. Sipes	Rodney Smith Joseph Duerson A. W. Hearin	Cox & Tanz Standard AP
FORT SMITH	KFPW	1400	250	Southwestern Hotel Co. Inc. 1213 Garrison Ave. 4106	MBS Arkansas	John A. England J. E. Garner Bill Slates	Dorothy Gibson Bill Slates John VanHorn	.... Thesaurus World AP, UP
HELENA	KFFA	1490	250	Helena Broadcasting Co. 215 York St. Main 59	MBS Arkansas KBS	J. Q. Floyd J. T. Franklin S. W. Anderson J. Q. Floyd Bob Hall	Bill Tappan Richard Tuck J. C. Warren	Cox & Tanz Lang-Worth ....
HOT SPRINGS	KTHS	1090	10,000-LS 1,000-N	Radio Broadcasting, Inc. 135 Benton St. 1160	Blue Arkansas	John D. Ewing Kenneth K. Kellam Edward C. Appler	Marcell Stewart .... Cecil Suitt	Branham Standard Lang-Worth UP
HOT SPRINGS	KWFC	1340	250	Clyde E. Wilson 819½ Central Ave. 412	MBS KBS	Clyde E. Wilson William E. Ware Robert Choate	Melba Cates Wm. E. Ware Earl Butler	Sears & Ayer Griffith Standard MacGregor AP
JONESBORO	KBTM	1230	250	Regional Broadcasting Co. KBTM Bldg. 597	MBS Arkansas KBS	Jay P. Beard Mrs. Jay Beard William H. Cate	.... John E. Douglas	.... World AP
LITTLE ROCK	KARK	920	5,000	Arkansas Radio & Equipment Co. Inc. 112 E. Capitol Ave. LD-224	NBC Arkansas So. Central	T. H. Barton G. E. Zimmerman Julian F. Haas	Jack W. Rumrill J. M. Dickens Dan L. Winn	Petry Standard AP, INS
LITTLE ROCK	KGHI	1230	250	KGHI Broadcasting Service Gazette Bldg. 9166	Blue	A. L. Chilton S. C. Vinsonhaler R. E. Rives	Frances Monk R. E. Rives V. O. Vandusen	.... Associated Standard
LITTLE ROCK	KLRA	1010	10,000-LS 5,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	J. N. Heiskell Roy Judge Roy Judge	Minna Madden Claude Miller K. F. Tracy	Katz World UP
PINE BLUFF	KOTN	1490	250	Universal Broadcasting Corp. 505½ Main St. 721	MBS Arkansas KBS	B. J. Parrish B. J. Parrish R. W. Etter	Lois Sloan R. W. Etter B. J. Parrish	.... Thesaurus AP
SILOAM SPRINGS	KUOA	1290	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas KBS	John E. Brown Storm Whaley Storm Whaley	.... Kenneth Maxwell	Walker World UP
TEXARKANA	KCMC	1230	250	(See Texarkana, Texas)	....	....	....	....

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libr News Servic
BAKERSFIELD	KERN	1410	1,000	McClatchy Broadcasting Co. Elk's Club Bldg. 8-8431	....	Eleanor McClatchy .... Richard S. Brothers	.... Richard M. Clark Luverne Shatto	Raymer World Standard AP, INS
BAKERSFIELD	KPMC	1560	1,000	Pioneer Mercantile Co. 20th & Eye Sts. 8-8581	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm Louise Grimm John W. Kibby	Grant Thesaurus MacGregor Associated UP

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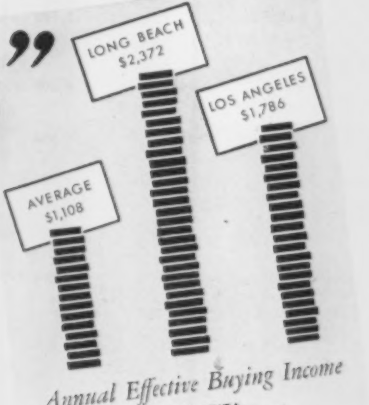

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
BERKELEY 2.......	KRE	1400	250	Central California Broadcasters Inc. 601 Ashby Avenue Ashberry 7715	....	Arthur Westlund Arthur Westlund Don Hambly	Don Hambly .... Phil McKernan	.... Standard INS
CHICO..............	KHSL	1290	1,000	Golden Empire Bcstg. Co. Inc. 336 Broadway 237	MBS Don Lee	Hugh McClung M. F. Woodling Joseph F. Molk	Thomas Nelson Bobbie Benson E. P. Milburn	Grant Standard UP
EL CENTRO........	KXO	1230	250	Valradio Inc. 793 Main Street 1100	MBS Don Lee	Thomas E. Sharp Kenneth H. Thornton Belle Hovey	Mabel Dalton Fred Ryan LeRoy Bellwood	Raymer Standard
EUREKA............	KIEM	1480	1,000	Redwood Broadcasting Co. Inc. Box 43 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Betty Lundeen	Paul Corbin Ruth Griswold Alvor Olson	Blair World MacGregor UP, INS
FRESNO 1..........	KARM	1430	5,000	KARM, The George Harm Station 1333 Van Ness Ave. 4-2966	CBS	Hattie Harm Clyde F. Coombs Ned L. Brown	Ralph B Bunje Eldora Roth R. M. Dorothy	Petry Standard AP, INS
FRESNO 1	KFRE	1340	250	J E. Rodman T. W. Patterson Bldg. 4-5001	MBS Don Lee	J. E. Rodman Paul R. Bartlett Paul R. Bartlett	Gene Chenault Frances Quinn Sheldon W. Anderson	Blair Associated World UP
FRESNO 22.........	KMJ	580	5,000	McClatchy Broadcasting Co. Bee Bldg. 3-6277	NBC	Eleanor McClatchy Keith B. Collins Coyle Chambers	A. D. Patterson Jack Griffith Bill Wallace	Raymer Thesaurus MacGregor UP
GLENDALE 6.......	KIEV	870	250-D	Cannon System Ltd. 102 N. Glendale Ave. Citrus 11133	....	D H Cannon Reed Callister L. W. Peters L. W. Peters	R. W. Muller .... Lee Gustafson	.... UP
LONG BEACH 2.....	KFOX	1280	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	....	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	.... Lawrence W. McDowell	.... Standard Lang-Worth UP
LONG BEACH 2.....	KGER	1390	5,000	Consolidated Broadcasting Corp. 435 Pine Ave. 632-75	....	C. Merwin Dobyns C. Merwin Dobyns Lee Wynne	.... Ron Oakley	Spot Sales World Associated Standard Lang-Worth MacGregor AP, INS
LOS ANGELES 28...	KECA (Hollywood)	790	5,000	American Broadcasting Co. 1440 N. Highland Ave. Hillside 8231	Blue	American Broadcasting Co. Clyde Scott Amos Baron	John I. Edwards Ed Egan R. G. Denechaud	Blue Spot Thesaurus Standard AP, UP, INS
LOS ANGELES 5....	KFAC	1330	1,000	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa Ave. Fitzroy 1231	....	Calvin J. Smith Calvin J. Smith Calvin J. Smith	Harry Mitchell Calvin J. Smith Owen Ford	.... Associated World AP
LOS ANGELES 4....	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC	Earle C. Anthony Wm. B. Ryan George Whitney	Don McNamara J. G. Paltridge H. L. Blatterman	Petry Standard MacGregor Lang-Worth AP, UP
LOS ANGELES 26...	*KFSG	1150 ST-KRKD	2,500-LS 1,000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141		Dr. Rolfe K. McPherson Rev. J. W. Carmain	John Vitallo .... Harvey Haas	....
LOS ANGELES 5....	KFVD	1020 L-KDKA	1,000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	....	John Frank Burke J. Frank Burke F. J. Smalley, Jr.	Howard Gray F. J. Smalley, Jr. William Gass	.... Lang-Worth MacGregor UP
LOS ANGELES......	KFWB (Hollywood 28)	980	5,000	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave. Hempstead 5151	....	Warner Bros. Bcstg. Corp. Harry Maizlish	Bill Ray Don Ross Harry Myers	Rambeau .... AP, UP, INS, Reuters
LOS ANGELES 15...	KGFJ	1230	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434		Ben S. McGlashan Thelma Kirchner Thelma Kirchner	Rene Bozarth Thelma Kirchner Homer Obuchon	.... Standard Associated INS
LOS ANGELES......	KHJ (Hollywood 38)	930	5,000	Don Lee Broadcasting System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Sydney B. Gaynor	Pat Campbell Fair Taylor Frank M. Kennedy	Blair World AP, INS, UP
LOS ANGELES 28...	KMPC (Beverly Hills)	710	10,000	KMPC, The Station of the Stars Inc. 5939 Sunset Blvd. Hollywood 5341	....	G. A. Richards Robert O. Reynolds Herbert H. Wixson	Don Otis Willard W. Hanes Melvin W. Cody	Raymer Associated World AP, UP
LOS ANGELES......	KMTR (Hollywood 38)	570	1,000	KMTR Radio Corp. 1000 N. Cahuenga Blvd. Hillside 1161	....	KMTR Radio Corp. Kenneth O. Tinkham Kenneth O. Tinkham	James M. Strain Kenneth O. Tinkham Peter H. Wilson	Burn-Smith Lang-Worth MacGregor Standard AP, INS
LOS ANGELES 28...	KNX	1070	50,000	Columbia Broadcasting System 6121 Sunset Blvd. Hollywood 1212	CBS	CBS—D. W. Thornburgh D. W. Thornburgh J. Arch Morton	Tom Hargis Ralph Taylor L. H. Bowman	Radio Sales Lang-Worth Associated AP, UP, INS
LOS ANGELES 13...	KRKD	1150 ST-KFSG	2,500-LS 1,000-N	Radio Broadcasters Inc. 541 S. Spring St. Tucker 7111	....	Frank P. Doherty Ned Connor Ned Connor	Venna Taylor Ned Connor Willis O. Freitag	.... INS

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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CALIFORNIA—(Continued)

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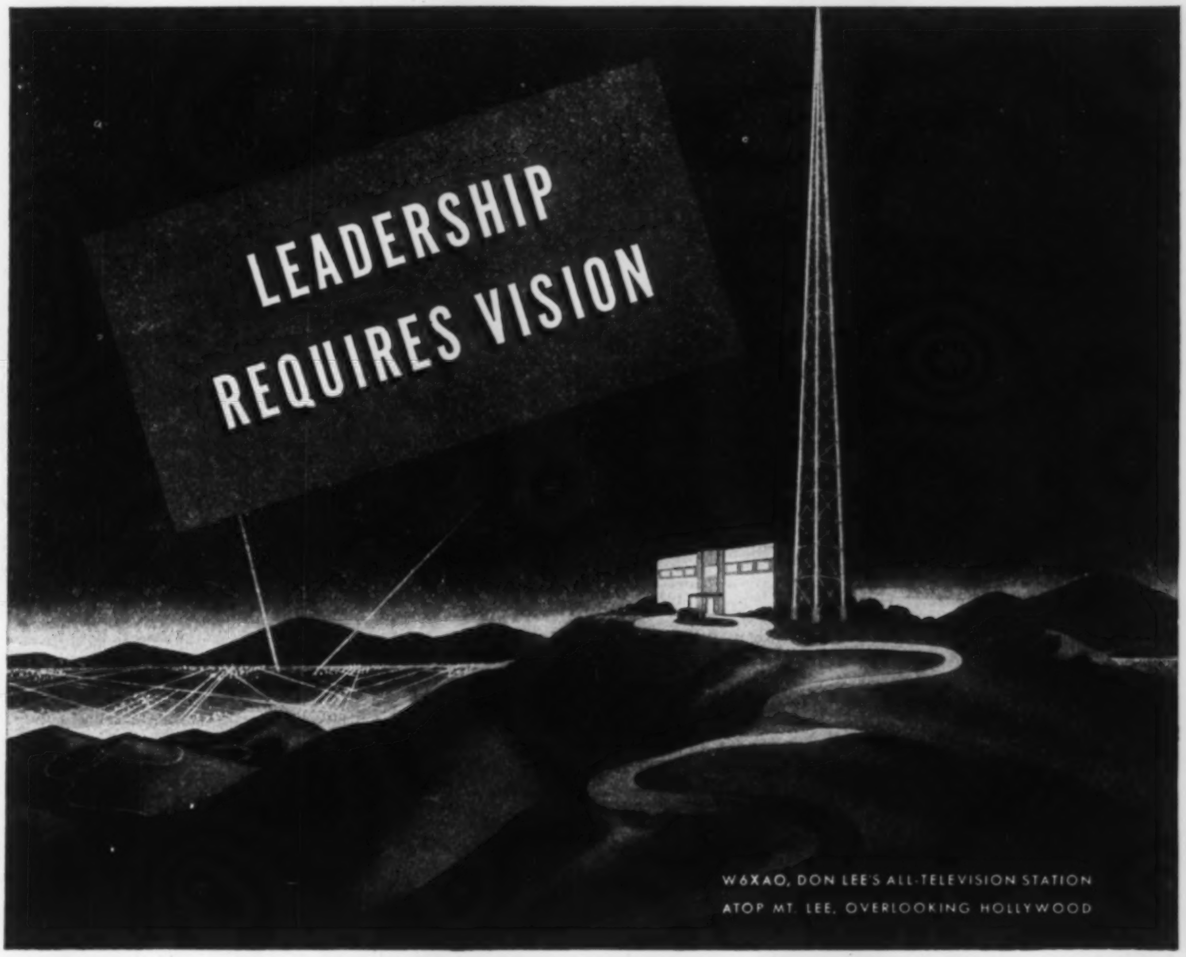
MARYSVILLE	KMYC	1450	250	Marysville-Yuba City Bcstrs. Inc. Box 631 2080	MBS Don Lee	H. E. Thomas Joe D. Carroll Joe D. Carroll	Jayn Russell Joe D. Carroll Albert J. Powell	Grant UP
MERCED	KYOS	1490	250	Merced Broadcasting Co. Box 717 1430	MBS Don Lee	Hugh McClung Mel Marshall J. C. MacFarland	Herb James George Spelvin Malcolm R. Beavers	Grant Standard UP
MODESTO	KTRB	860	1,000	KTRB Broadcasting Co. Inc. Box 593 774	....	Wm. Bates Jr. Wm. H. Bates Jr. Douglas McCreary	Cecil Lynch Virgil Risley Wm. H. Bates Jr.	Grant Lang-Worth MacGregor INS
MONTEREY	KDON	1240	250	Monterey Peninsula Bcstg. Co. 275 Pearl St. 8501	MBS Don Lee	Paul H. Caswell Reed Pollock Ken Randolph	Howard V. Walters Margaret King Edward C. Duty Jr.	.... Standard Associated UP
OAKLAND 12	KLS	1310	1,000	Warner Brothers 327 21st St. Higate 1212	....	S. W. Warner F. Wellington Morse F. Wellington Morse	Catherine De Costa .... Howard Falknor	Griffith .... INS
OAKLAND 4	KLX	910	1,000	Tribune Building Co. Tribune Tower Templebar 6000	....	J. R. Knowland Glenn C. Shaw Lee Mikesell	Leon Churchon .... Roswell S. Smith	McGillvra World AP
OAKLAND	KROW	960	1,000	KROW Inc. 464 19th St. Glencourt 6774	....	Sheldon F. Sackett Philip G. Lasky Philip G. Lasky	Bert Winn Wallace Elliott C. E. Downey	.... Standard Lang-Worth INS
PASADENA 15	KPAS	1110	10,000	Pacific Coast Broadcasting Co. 1401 S. Oak Knoll Ave. Ryan 1-6991	....	J. Frank Burke Loyal K. King Loyal K. King	.... Jack Fredericks	McGillvra Associated Lang-Worth AP, INS
PASADENA 1	*KPPC	1240-SH	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	....	.... Rev. George E. Petrie	Leon Hall .... H. Vincent Parsons	....
PASADENA 1	KWKW	1430	1,000-D	Southern California Bcstg. Co. 425 E. Green St. Sycamore 2-6155	....	Marshall S. Neal Paul Buhlig William J. Beaton William J. Beaton	Marshall Farnum Claire Hughes Paul Spargo	.... Standard UP
REDDING	KVCV	1230	250	Golden Empire Broadcasting Co. Box 511 1646	MBS Don Lee	Hugh McClung Ralph R. Bryan F. M. Stuelpnagle	Betty Hullinger Janice Bryan Russel Pope	Grant Standard UP
RIVERSIDE	KPRO	1440	1,000	Broadcasting Corp. of America 3401 Russell St. 6290	Blue	W. L. Gleeson W. L. Gleeson Gene Williams	Lee Lawley Mildred Thorne Amon Dolde	.... Associated MacGregor AP, INS
SACRAMENTO 14	KCRA (Construction permit)	1340	250	Central Valleys Broadcasting Co. Capital National Bank Bldg.	Don Lee	Ewing C. Kelly David R. McKinley Vernon Hansen	Christine Ness .... Marvin Myers	.... World
SACRAMENTO 4	KFBK	1530	10,000	McClatchy Broadcasting Co. 708 Eye St. 2-5011	Blue	Eleanor McClatchy Leo O. Ricketts Jack Schacht	Howard L. Bailey .... Stam Sronce	Raymer Thesaurus AP, UP
SACRAMENTO 14	KROY	1240	250	Royal Miller Radio Hotel Sacramento Bldg. 3-2525	CBS	Royal Miller Radio Mrs. Royal Miller	.... Howard Smiley Howard Martineau	McGillvra Associated MacGregor UP
SACRAMENTO	KXOA (Construction permit)	1490	250	Lincoln Dellar	....	....	....	....
SAN BERNARDINO	KFXM	1240	250	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. Lee E. W. Lee Maury A. Vroman N. Pratt Smith	Charles C. Craig Maury A. Vroman George W. Ewing	Blair World Standard UP, INS
SAN DIEGO 1	KFMB	1450	250	Worcester Broadcasting Corp. 1375 Pacific Blvd. Main 2114	Blue	Jack O. Gross Jack O. Gross Jack O. Gross	Hal Moon John Eves Caleb Frisk	Rambeau Standard AP
SAN DIEGO 12	KFSD	600	1,000	Airfan Radio Corp. Ltd. U.S. Grant Hotel Franklin 6353	NBC	Thomas E. Sharp Thomas E. Sharp Larry Scaif	Leah McMahon M. R. Harris Gene Durham	Raymer MacGregor Thesaurus UP
SAN DIEGO 1	KGB	1360	1,000	Don Lee Broadcasting System 1017 First Avenue Franklin 6151	MBS Don Lee	Thomas S. Lee F. D. Ide William A. Evans	James Dillon William A. Evans William Collins	Blair World
SAN FRANCISCO 9	KFRC	610	5,000	Don Lee Broadcasting System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Pabst Merwyn L. McCabe	Pat Kelly .... J. MacArdle	Blair World AP, INS
SAN FRANCISCO 2	KGO	810	7,500	American Broadcasting Co. 155 Montgomery St. Exbrook 6544	Blue	American Broadcasting Co. T. B. Palmer Byron H. Nelson	Robert H. Wesson Robert F. Laws A. E. Evans	Blue Spot Associated Standard MacGregor Thesaurus AP, UP, INS
SAN FRANCISCO 9	KJBS	1100 L-WTAM	500	KJBS Broadcasters 1470 Pine St. Ordway 4148	....	E. P. Franklin E. P. Franklin Stanley G. Breyer	C. F. Pendleton .... Cecil Dutton	Rambeau Griffith Standard AP, UP, INS



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- NETWORK RADIO BROADCASTING
- COMPLETE RADIO COVERAGE (38 *Stations*)

And now—First in the West actually to buy a television site of the height considered most advantageous for Frequency Modulation and Television Broadcasting. Don Lee's purchase of a site atop Mt. Wilson, home of the famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Frequency Modulation and Television Broadcasting. No finer site in Southern California could be obtained.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
5515 Melrose Ave., Hollywood 38, California
Represented Nationally by JOHN BLAIR & CO.

Mutual
DON LEE

The Nation's Greatest Regional Network

LEADS THE WEST IN ALL THREE TYPES OF BROADCASTING

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1945)

CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
SAN FRANCISCO 2..	KPO	680	50,000	National Broadcasting Co. Taylor & O'Farrell Graystone 8700	NBC	NBC—John W. Elwood John W. Elwood Alfred W. Crapsey	Wendell Williams Helen Murray George Greaves	NBC Spot Standard Thesaurus AP, UP, INS
SAN FRANCISCO 3..	KSAN	1450	250	Golden Gate Broadcasting Corp. 1355 Market St. Market 8171	....	S. H. Patterson Jerry Akers Jerry Akers	Lee Giroux .... N. J. Patterson	Clark Lang-Worth MacGregor AP
SAN FRANCISCO 6..	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Mark Hopkins Hotel Exbrook 4567	....	W. I. Dumm Lincoln Dellar Wilton Gunzendorfer Wilton Gunzendorfer	Richard M. Oddie Dorothy Burtis Jay Tapp (Acting)	Weed World Standard Associated UP, INS
SAN FRANCISCO 8..	KYA	1260	5,000-LS 1,000-N	Palo Alto Radio Station Inc. Hearst Bldg. Douglas 2536	....	Don Fedderson Don Fedderson David E. Lundy	Richard H. Wynne .... Paul Schulz	Spot Sales Associated Standard AP, UP, INS
SAN JOSE..........	KQW	740	5,000	Pacific Agricultural Foundation Ltd. Palace Hotel, San Francisco Exbrook 3233, San Francisco	CBS	Ralph R. Brunton C. L. McCarthy C. L. McCarthy	Ken Craig Wade Thompson Ken Owen	Petry Thesaurus MacGregor Standard AP, UP, INS
SAN LUIS OBISPO..	KVEC	1230	250	Christina M. Jacobson 851 Higuera St. 1100	MBS Don Lee	Christina M. Jacobson Les Hacker Joe Shuttleworth	Brad Harris Joe Shuttleworth Earle Travis	Grant World Standard AP
SANTA ANA........	KVOE	1490	250	Voice of the Orange Empire Inc. Ltd. 307 N. Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins M. B. Marsh Wallace S. Wiggins	Grant MacGregor
SANTA BARBARA...	KDB	1490	250	Don Lee Broadcasting System 1309 State St. 4131	MBS Don Lee	Thomas S. Lee Fin Hollinger Fin Hollinger	Fin Hollinger Judith Maguire William C. Buckley	Blair World
SANTA BARBARA...	KTMS	1250	1,000	News Press Publishing Co. De la Guerra Plaza 6111	Blue	Thos. M. & Chas. A. Storke Louis F. Kroeck Louis F. Kroeck	Frank B. Weltmer Ken Peters Albert Nicolay	Raymer Thesaurus AP
SANTA ROSA.......	KSRO	1350	1,000	Mrs. Ruth W. Finley 425 Mendocino Ave. 110	....	Ruth W. Finley Eddie Handley	.... Howard McCauley	.... World Standard UP, AP
STOCKTON 7.......	KGDM	1140	5,000	E. F. Peffer 40 S. California 4-4551	CBS	E. F. Peffer E. Smith Don Ralph	Don Ralph	Blair World INS
STOCKTON 7.......	KWG	1230	250	McClatchy Broadcasting Co. Hotel Wolf 2-2727	Blue	Eleanor McClatchy George Ross George Ross	Frank Johnson .... Lee Berryhill	Raymer Standard Thesaurus UP
VISALIA............	KTKC	940	5,000	Tulare-Kings Counties Radio Assoc. Box 511 575	Blue	Partnership Charles P. Scott Charles Neite	Wilson Monroe Charles P. Scott Bert Williamson	Rambeau Grant World Standard AP
WATSONVILLE......	KHUB	1340	250	Luther E. Gibson Atkinson Lane 1700	Blue	Luther E. Gibson Roger R. Hunt Roger R. Hunt	Don DeWald Beatrice Price George Kenville	Grant World AP

COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ALAMOSA.........	KGIW	1450-SH	250	E. L. Allen Alamosa 26	KBS	E. L. Allen E. L. Allen E. L. Allen	Kay Allen .... Robert Lewis	....
COLORADO SPRINGS	KVOR	1300	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	Out West Bcstg. Co. Everett Shupe Seth S. Shull	Isabelle McClung .... H. C. Strang	Katz World AP
DENVER 2..........	KFEL	950	5,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Gene O'Fallon Frank Bishop Mark Crandall	.... Tom Atherstone	Blair Standard MacGregor Associated AP
DENVER 2..........	KLZ	560	5,000	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Fred C. Mueller	Peter D. Smythe Roger Rambeaux Harvey Wehrman	Katz Standard MacGregor INS
DENVER 2..........	KMYR	1340	250	F. W. Meyer 1626 Stout St. Main 4161	....	F. W. Meyer A. G. Meyer Mark Schreiber	Dolores Plested A. G. Meyer Glen James	Rambeau World MacGregor AP, UP
DENVER 2..........	KOA	850	50,000	National Broadcasting Co. 1625 California St. Main 6211	NBC	NBC-James R. MacPherson James R. MacPherson Duncan A. McColl	Clarence C. Moore Charles H. Philips Robert H. Owen	NBC Spot Thesaurus MacGregor Standard AP, UP, INS
DENVER 2..........	*KPOF	910 ST-KFKA	1,000	Pillar of Fire 1845 Champa St. Tabor 3733	....	Bishop Alma White Arthur K. White	Kathleen M. White .... Paul H. Schissler	....
DENVER 2..........	KVOD	630	5,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	Blue	Wm. D. Pyle T. C. Ekrem T. C. Ekrem	V. W. Corbett Con Hecker W. D. Pyle T. C. Ekrem	McGillvra Associated Lang-Worth MacGregor UP

you're in swell company on KFMB...

Walter Winchell

George V. Denny, Jr.

Don McNeil

Ed Wynn

Westbrook Van Voorhis

Tom Breneman

Gracie Fields

Paul Whiteman

Joe E. Brown

Drew Pearson

with BASIC BLUE NETWORK SHOWS . . . plus local programming attuned to the listening habits of the rich San Diego market . . . a highly concentrated market where $808,000,000.00 annually is spent by the 450,000 BUYING civilians who make up this great area. That means, in the layman's language, over $15,000,000.00 is spent EVERY WEEK in San Diego. (Not to mention the unquotable millions in PLUS earnings and spendings by the Military personnel located in and near San Diego.)

KFMB is the spark-plug for the San Diego market . . . it is the station that REACHES and INFLUENCES this wealthy population. KFMB is San Diego's busy . . progressive station!!

KFMB
SAN DIEGO, CALIF.

JACK O. GROSS
PRESIDENT & GENERAL MANAGER

SAN DIEGO'S BLUE NETWORK STATION

REPRESENTED BY RAMBEAU

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station* *D—Day.* *N—Night.* *ST—Shares Time.* *SH—Specified Hours.* *U—Unlimited.* *CP—Construction Permit Issued.*
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COLORADO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libra News Servic
DURANGO	KIUP	1400	250	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	....	San Juan Bcstg. Co. Raymond M. Beckner Raymond M. Beckner	.... Ray Beckner John L. Antic	.... UP
GRAND JUNCTION	KFXJ	920	1,000-LS 500-N	Western Slope Broadcasting Co. First National Bank Bldg. 126	MBS KBS	Rex Howell Rex Howell Rex Howell	Mildred Fuller Mildred Fuller D. E. Towne	Walker Standard World UP
GREELEY	KFKA	910 ST-KPOF	1,000	Mid-Western Radio Corp. 620 8th Ave. 450	....	Francis Price Francis Price	Charles Sumerau .... Kenneth Cooper	.... Lang-Worth UP
LA JUNTA	KOKO	1400	250	Southwest Broadcasting Co. La Junta 42	KBS	Leonard E. Wilson Leonard E. Wilson Margaret E. Johnson	Margaret E. Hiltabidel .... Leonard E. Wilson	.... Standard TP
PUEBLO	KGHF	1350	1,000-LS 500-N	Curtis P. Ritchie 304 N. Main St. 3877	Blue	Curtis P. Ritchie Curtis P. Ritchie Maxson I. Bevens	Fred L. Amos Maxson I. Bevens Willis C. Shanks	McGillvra World UP
STERLING	KGEK	1230-SH	100	Elmer G. Beehler	KBS	....	....	....

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRIDGEPORT 1	WICC	600	1,000-LS 500-N	Yankee Network Inc. Stratfield Hotel 6-1121	MBS Yankee	William O'Neil John Shepard 3d Joseph Lopez Norman Whittaker	Florence B. Robinson James Powers George Keich	Petry Standard Associated AP
BRIDGEPORT 7	WNAB	1450	250	Harold Thomas	Blue Connecticut	....	....	.... UP
HARTFORD 4	WDRC	1360	5,000	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle Walter B. Haase William F. Malo	Harvey Olson William F. Malo Italo A. Martino	Raymer Foster Thesaurus MacGregor AP, UP
HARTFORD 4	WHTD	1410	5,000	State Broadcasting Corp. 54 Pratt St. 7-9131	Blue Yankee	William O'Neil John Shepard 3d Ralph D. Kanna	Richard Bronson Robert Mooney Rogers Holt	.... Associated Standard UP
HARTFORD 1	WTHT	1230	250	The Hartford Times Inc. 983 Main St. 2-0237	MBS Yankee	F. S. Murphy C. Glover De Laney L. R. Schoenfeld	.... C. S. Masini	McKinney Standard AP
HARTFORD	WTIC	1080	50,000	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC New England	Travelers Bcstg. Serv. Corp. Paul W. Morency Walter Johnson	Leonard J. Patricelli James F. Clancy Herman D. Taylor	Weed World Lang-Worth AP, INS, TP
NEW HAVEN	WELI	960	1,000-LS 500-N	City Broadcasting Corp. 221 Orange St. 8-1133	Blue Connecticut	Col. Harry C. Wilder Wm. A. Riple	Roland W. Furman Richard W. Davis Fred King	Headley-Reed Foster World UP
NEW HAVEN	WNHC	1340	250	Elm City Broadcasting Corp.	....	....	....	.... Standard AP
NEW LONDON	WNLC	1490	250	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Connecticut	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Gerald J. Morey Ivon B. Newman Gerald J. Morey	Walker Standard AP
STAMFORD	WSRR	1400	250	Stephen R. Rintoul 270 Atlantic St. 4-7575	Blue Connecticut	Stephen R. Rintoul Harold H. Meyer Harold H. Meyer	Fred Briggs Dorothy Hay Edward L. Markman	Bannan Wood World UP
WATERBURY	WATR	1320	1,000	Harold Thomas 71 Grand St. 3-5161	Blue Yankee Connecticut	Harold Thomas Harold Thomas Samuel Elman	Helen Morris John Dugan Russel Jensen	Rambeau TP
WATERBURY 89	WBRY	1590	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape Erwin J. Frey Erwin J. Frey	Charles T. Lynch Erwin J. Frey Frank Hales	McGillvra Thesaurus AP

why is a little boy like a radio audience?

Little boys want what they want *when they want it.*

They are exactly like a radio audience in this respect. The only difference is that a radio audience finds it easier to get what it wants.

That brings you abruptly to the point of this message.

As a Basic Station of the Columbia Network, WDRC is proud to be part of the fine network programming, day and night, seven days a week, which gives the great American listening audience *what it wants.*

As Connecticut's Pioneer Broadcaster, WDRC has contributed to the local scene with news and public service programs, to give the Hartford audience *what it wants.*

It all adds up to the fact that advertisers want WDRC—when they want a real selling job in the rich Hartford Market.

1 COVERAGE 2 PROGRAMS 3 RATE
GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

BASIC CBS
Connecticut's
Pioneer
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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WILMINGTON 28...	WDEL	1150	5,000	WDEL Inc. 10th & King Sts. 7268	NBC	Clair R. McCollough J. Hale Steinman J. Gorman Walsh J. Gorman Walsh	Harvey C. Smith Herman Reitzes J. E. Mathiot	Raymer UP
WILMINGTON 28...	WILM	1450	250	Delaware Broadcasting Co. 920 King St. 7268	MBS	Clair R. McCollough J. Hale Steinman J. Gorman Walsh J. Gorman Walsh	William Drury A. B. Weldin J. E. Mathiot	Raymer Thesaurus UP

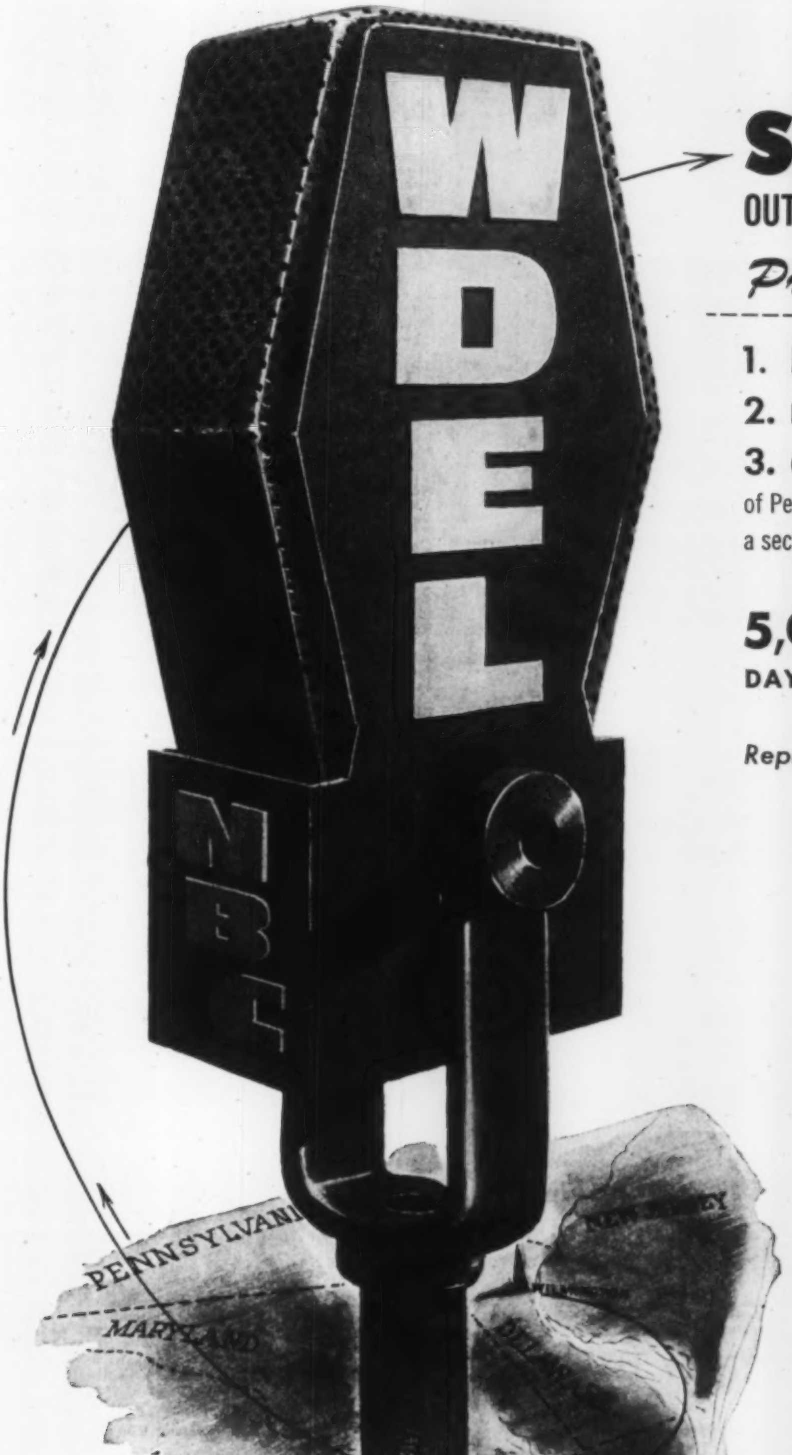
DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
WASHINGTON 1....	WINX	1340	250	WINX Broadcasting Co. 8th & Eye Sts. N. W. Republic 8000	....	Eugene Meyer John Patrick Smith Norman Weill	Richard Barr Paul Heller Ralph Cannon	Forjoe Standard Lang-Worth AP, UP, INS
WASHINGTON 5....	WMAL	630	5,000	Evening Star Broadcasting Co. 724 14th St. N. W. National 5400	Blue	The Evening Star Kenneth H. Berkeley Ben B. Baylor, Jr.	John R. Edmunds Ben B. Baylor, Jr. Daniel Hunter	Blue Spot Standard Langworth Thesaurus AP, UP
WASHINGTON 6....	WOL	1260	1,000	Cowles Broadcasting Co. 1627 K St. N. W. Metropolitan 0010	MBS	Gardner Cowles, Jr. Merle S. Jones Henry V. Seay	George Sutherland Tom Means Henry H. Lyon	Katz Associated Lang-Worth Standard AP, UP
WASHINGTON 5....	WRC	980	5,000	National Broadcasting Co. 724 14th St. N. W Republic 4000	NBC	NBC-Frank M. Russell Carleton D. Smith Mahlon A. Glascock	Fred P. Shawn Albert V. Cole Donald Cooper	NBC Spot Thesaurus Standard Associated AP, UP, INS
WASHINGTON 4....	WTOP	1500	50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS-Earl Gammons Carl J. Burkland William D. Murdock	Martin D. Wickett .... Clyde M. Hunt	Radio Sales Lang-Worth World AP, UP
WASHINGTON 6....	WWDC	1450	250	Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203	....	Joseph Katz G. Bennett Larson Ben Strouse	Norman Reed Ben Strouse Ross H. Beville	Weed MacGregor Thesaurus AP, UP

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
DAYTONA BEACH...	WMFJ	1450	250	W. Wright Esch 126½ Magnolia Ave. 91	Blue	W. Wright Esch Mrs. Billie B. Esch Ray Clancy John Pitts	Jack Winfree Crystal Palmer William C. Shelton	Cox & Tanz Thesaurus AP
FORT MYERS......	WINK	1240	250	Fort Myers Broadcasting Co. 54 E. First St. 818	CBS	Ronald B. Woodyard Ronald B. Woodyard Mary Martin	Mary Martin .... Harold Ritchey	Pearson AP
GAINESVILLE 2.....	WRUF	850 L-KOA	5,000 SA-5,000-LS 100-N after sunset at Denver	University of Florida Gainsville 1000	MBS	University of Florida Rem James Rem James	Irene Stanlis George Dinnick Dr. Palmer H. Craig	Burn-Smith Lang-Worth UP
JACKSONVILLE 2...	WJAX	930	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Pl. 5-5821	NBC	City of Jacksonville John T. Hopkins, III John T. Hopkins, III	Evelyn Boote Harry A. Cole John T. Hopkins, III	Blair Cummings Thesaurus Associated AP
JACKSONVILLE	WJHP	1320	250	Metropolis Company 500 Laura St. 5-7610	Blue	John H. Perry Ted Chapeau R. R. Powell	George L. Jesse Carmen Macri Beecher Hayford	Perry Lang-Worth UP
JACKSONVILLE 1...	WMBR	1400	250	Florida Broadcasting Co. 118 West Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall Jr.	Frank King Glenn Marshall Jr. E. B. Vordermark	Weed World UP
JACKSONVILLE 1...	WPDQ	1270	5,000	Jacksonville Broadcasting Corp. Gulf Life Bldg. 5-6781	MBS Blue (June 15)	J. R. Stockton L. D. Baggs Robert R. Feagin Frank Taylor Jr.	.... Edith Cooper James R. Donovan	Hollingbery MacGregor Standard AP
LAKELAND.........	WLAK	1340	250	Radio Station WLAK P.O. Box 1211 2127	NBC	S. O. Ward S. O. Ward Powell Adams	Nancy Hill S. O. Ward William P. Lee	Pearson UP

Wilmington, Delaware


WDEL
NBC
PENNSYLVANIA
NEW JERSEY
WILMINGTON
MARYLAND
DELAWARE
VIRGINIA

SELLS BECAUSE OF ITS OUTSTANDING LISTENER LOYALTY

Proof

1. **NBC** Basic Network
2. Recognized for its leadership in NEWS
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—a section rich in industry and agriculture.

5,000 Watts

DAY and NIGHT

Represented by **RAYMER**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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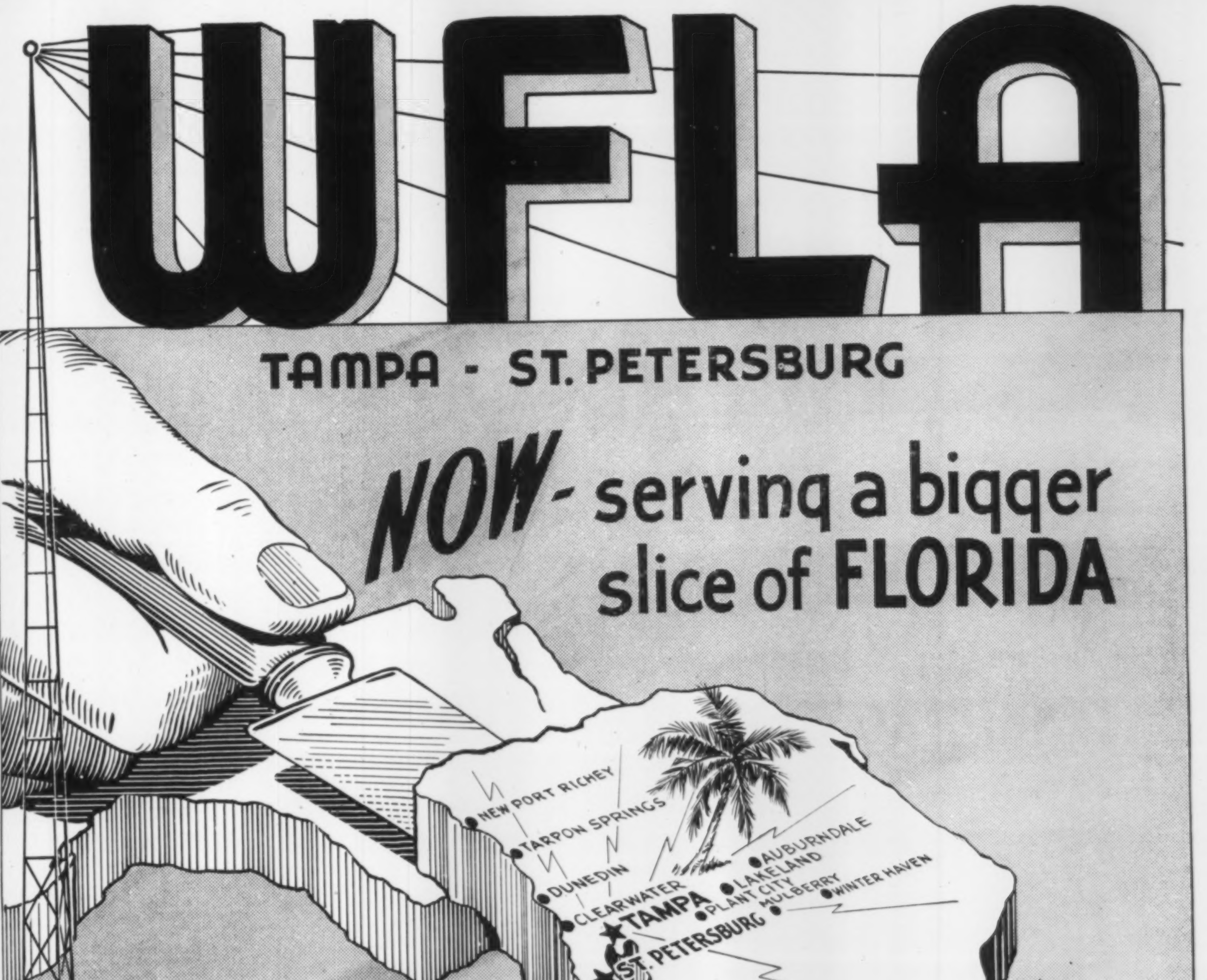
FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MIAMI	WFTL	710	10,000	Fort Industry Co. 1605 Biscayne Blvd. 9-2401	MBS Blue (June 15)	Lt. Com. George B. Storer Bob Venn	Don Butler .... Fred Clark	Headley-Reed Thesaurus AP
MIAMI 30	WIOD	610	5,000	Isle of Dreams Broadcasting Corp. 600 Biscayne Blvd. 3-6444	NBC	Daniel J. Mahoney James M. LeGate Tom O. McCullough	Robert L. Fidlar Martha Henriquez Wilton Chiles	Hollingbery Cummings Associated Standard AP, UP, INS
MIAMI 31	WQAM	560	5,000–LS 1,000–N	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	F. W. Borton Fred Mizer Norman MacKay	Hazel McGuire Norman MacKay Edward Davenport	Blair World AP
MIAMI BEACH 36	WKAT	1360	1,000	A. Frank Katzentine 1759 N Bay Rd. 5-7471	....	A. Frank Katzentine John I. Prosser John I. Prosser	.... Arthur P Smith Jr. T. T Magee	.... Associated UP
OCALA	WTMC	1490	250	Ocala Broadcasting Co. Inc. Box 831 128	Blue	John H. Perry T. S. Gilchrist Jr. T. S. Gilchrist Jr.	Wilma Drum George Wehrman Beecher Hayford	Perry Standard UP
ORLANDO	WDBO	580	5,000	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. Geo. C. Johnston Col. Geo. C. Johnston J. M. Pedrick	W. G. McBride W. G. McBride J. E. Yarbrough	Blair Cummings World UP
ORLANDO	WLOF	1230	250	Hazlewood Inc. Angebilt Hotel Bldg. 8163	Blue	Hazlewood Inc. Victor Buisset Victor Buisset	....	.... Lang-Worth INS
PALM BEACH	WWPG	1340	250	Palm Beach Broadcasting Corp. South Ocean Blvd. 2-1515	Blue, MBS	Charles E. Davis Donald S. Greenlief Donald S. Greenlief	.... Donald S. Greenlief Paul McGinty	.... AP
PANAMA CITY	WDLP	1230	250	Panama City Broadcasting Co. First & Mercer St. 777	MBS	John H. Perry Byron Hayford Byron Hayford	John Thomas Elmer Scott Elmer Scott	Perry Standard UP
PENSACOLA	WCOA	1370	1,000–LS 500–N	Pensacola Broadcasting Co. P.O. Box 1669 4111	NBC	John H. Perry Jack Rathbun Jack Rathbun	Lamar Morgan Jack Rathbun Bert Meade	Perry World UP
ST. AUGUSTINE	WFOY	1240	250	Fountain of Youth Bcstg. Co. Fountain of Youth Park 1622	CBS	Glenn Marshall Jr. J. Allen Brown J. Allen Brown	Miss Frankie C. Walker J. Allen Brown Carl DeLay	Weed UP
ST. PETERSBURG 1	WSUN	620	5,000	City of St. Petersburg Box 240 4747	Blue	City of St. Petersburg Norman E. Brown Vera New	.... Norman E. Brown Louis J. Link	Weed Associated UP
ST. PETERSBURG	WTSP	1380	1,000–LS 500–N	Pinellas Broadcasting Co. Times Bldg. 8108	MBS	Nelson P. Poynter Lex L. D. Herron Jack Dadswell	Jean Allyn Jack Dadswell William D. Mangold	Rambeau UP, INS
SARASOTA	WSPB	1450	250	WSPB Inc. Box 1110 2110	CBS	R. C. Jones Jr. John B. Browning	Gertrude Browning .... James E. Grant	Pearson MacGregor World UP
TALLAHASSEE	WTAL	1340	250	Capital City Broadcasting Corp. Tallahassee 2160	MBS	Mrs. John N. Phipps Teresa M. Myers Betty C. Perkins	Paula M. Page Helen F. Todd William A. Snowden	Clark Thesaurus Standard AP, UP
TAMPA 2	WDAE	1250	5,000	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton L. S. Mitchell William Pharr Moore	Katz MacGregor World AP
TAMPA 1	WFLA	970	5,000	Tribune Co. Seminole Bldg. H-1828	NBC	The Tribune Co. W. Walter Tison W. Walter Tison	Paul M. Jones W. Walter Tison Joe M. Mitchell	Blair Cummings MacGregor Thesaurus Lang-Worth UP
WEST PALM BEACH	WJNO	1230	250	WJNO Inc. 1600 N. Flagler Dr. 3638	CBS	Marshall Heminway Stephen P. Willis Stephen P. Willis	Rebecca Frazier .... Otis Wright	.... World UP

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALBANY	WALB	1590	1,000	Herald Publishing Co. Albany Theatre Arcade 389	MBS	Henry T. McIntosh Abner M. Israel Mildred Huie	Mary Knight Abner M. Israel De Forrest Layton	Burn-Smith Cook World AP
ALBANY	WGPC	1450	250	Albany Broadcasting Co. 125½ N. Jackson St. 1370	CBS	J. W. Woodruff Jr. Margaret U. Kinnett John Crouch	Margaret Kinnett .... C. M. Kinnett	Spot Sales Lang-Worth UP
ATHENS	WGAU	1340	250	J. K. Patrick & Co. Bobbin Mill Rd. 1741	CBS KBS	J. K. Patrick & Co. Melvin C. Gorman Melvin C. Gorman	Marguerite Williams Melvin C. Gorman Melvin C. Gorman	.... Standard UP
ATLANTA 3	WAGA	590	5,000	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	Blue	Lt. Com. George B. Storer Charles Smithgall Bob Venn	John Barlett Ewald Kockritz Al Jones	Headley-Reed Thesaurus AP, INS
ATLANTA 2	WATL	1400	250	J. W. Woodruff 126 Cain St. Walnut 4377	MBS	J. W. Woodruff James A. Davenport Sam W. Kane	I. Dan Hornsby Sam Kane Robert W. Minton	Spot Sales Lang-Worth UP


NEW PORT RICHEY
TARPON SPRINGS
DUNEDIN
CLEARWATER
TAMPA
ST. PETERSBURG
PLANT CITY
LAKELAND
AUBURNDALE
MULBERRY
WINTER HAVEN
BRADENTON
SARASOTA

WFLA

TAMPA - ST. PETERSBURG

NOW - serving a bigger slice of **FLORIDA**

5,000 WATTS DAY AND NIGHT

★

MORE THAN 150,000 NEW LISTENERS

TAMPA → **NBC**

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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GEORGIA—(Continued)

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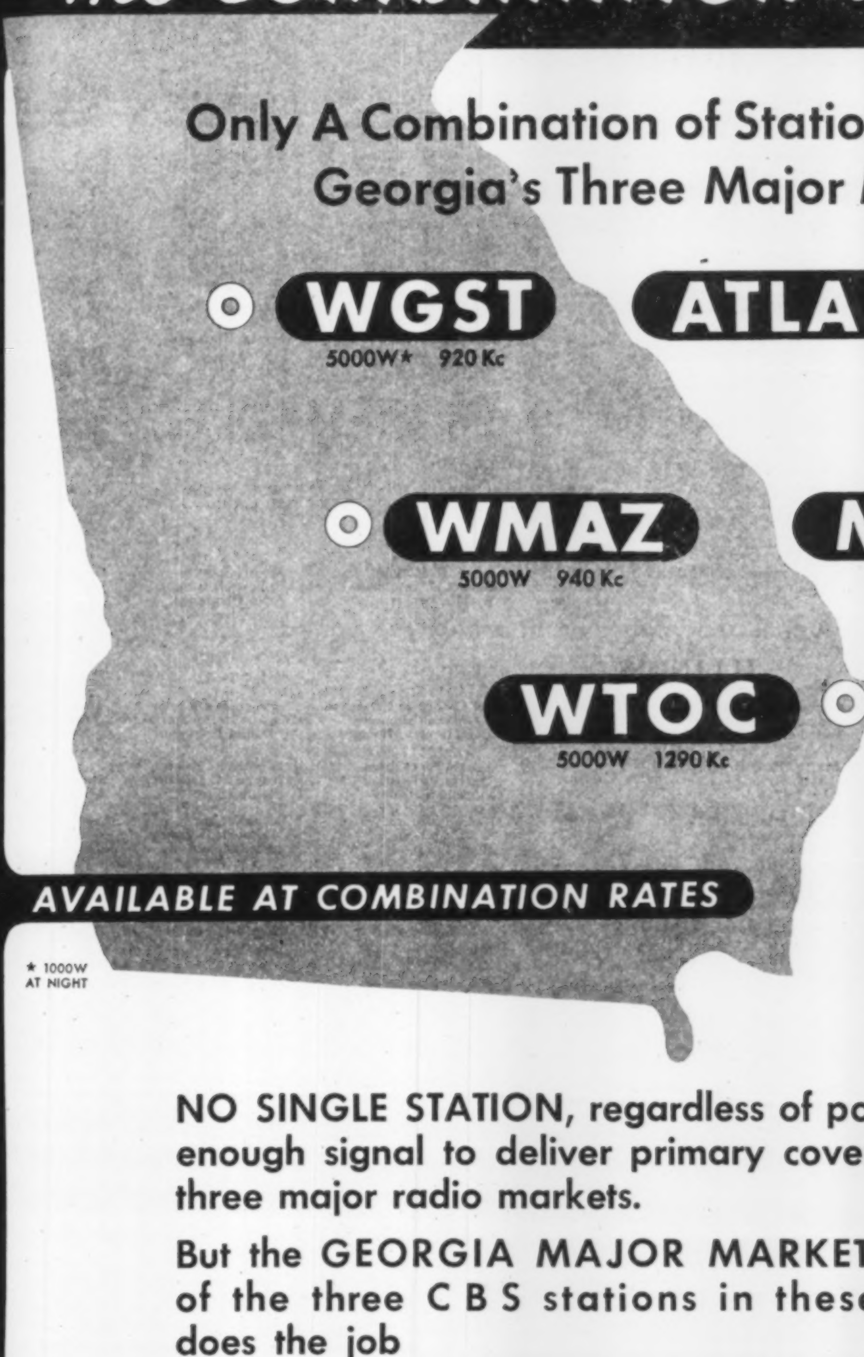
ATLANTA 1	WGST	920	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	Frank Spratlin John Fulton Frank Gaither Frank Gaither	John Fulton Dixon Babb Ben Akerman	Katz World AP, UP
ATLANTA	WSB	750	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC	James M. Cox Jr. John M. Outler Jr. Tom Downing	Mark K. Toalson .... C. F. Daugherty	Petry Standard World AP, UP, INS
AUGUSTA	WGAC	1240	250	Twin States Broadcasting Co. Augusta 2-2692	Blue	F. Frederick Kennedy J. B. Fuqua J. B. Fuqua	Steve Manderson Donald Kelly Jr. John Lyon	Headley Reed Thesaurus Standard AP
AUGUSTA	WRDW	1480	5,000	Augusta Broadcasting Co. Masonic Bldg. 2-8805	CBS	Wm. K. Jenkins W. R. Ringson Thurston Bennett	Ben P. Lucas Dennis Brown Harvey Aderhold	Hollingbery World UP
BRUNSWICK	WMOG	1490	250-LS 100-N	Coastal Broadcasting Co. Brunswick 1500	KBS	Alma W. King Kenneth E White Kenneth E. White	.... Kenneth E. White	Clark Thesaurus UP
CEDARTOWN	WGAA	1340	250	Northwest Georgia Bcstg. Co. West Ave. 777	Blue KBS	O. C. Lam Thomas S. Carr Allen Woodall	Rowena Whitfield Dorothy Holt Clarence Landress	Headley-Reed AP
COLUMBUS	WDAK	1340	250	Valley Broadcasting Co. 1028½ Broadway 3-2771	Plue, MBS	L. J. Duncan Allen M. Woodall Jack Gaylord	Dora Anna Gay .... Denzil Pulley	Headley-Reed World AP
COLUMBUS	WRBL	1230	250	Columbus Broadcasting Co. 1420 Second Ave. 2-0601	CBS	J. W. Woodruff Weldon W. Herrin W. S. Massie	Tony Barrett Ed Hennessy Albert Timms	Spot Sales Lang-Worth UP
CORDELE	WMJM	1490	250-LS 100-N	Cordele Dispatch Publishing Co. 20th Ave. & B St. 666	KBS	John W. Greer James S Rivers Bruce Smith	Teenie Powers .... Howard Harrell	.... UP
DALTON	WBLJ	1230	250	Dalton Broadcasting Corp. 111 S. Pentz St. 684	MBS KBS	H. C. Kenemer W. V. Williams T. H. McMillan	Barbara Brinkman .... W. C. Roberts	Cox & Tanz
DUBLIN	WMLT (Construction permit)	1340	250	Dublin Broadcasting Co.	....	....	....	.... Standard AP
GAINESVILLE	WGGA	1240	250	Blue Ridge Broadcasting Co. Athen Rd. 1600	MBS KBS	Charles Smithgall H. Russ Holt E. F. MacLeod	Mildred Thompson E. F. MacLeod C. M. Callicot	.... Lang-Worth UP
GRIFFIN	WKEU	1450	250	Radio Station WKEU	MBS KBS	....	....	.... UP
LAGRANGE	WLAG	1240	250	LaGrange Broadcasting Co. 303 Broome Street 1700	MBS KBS	Roy C. Swank Edwin Mullinax Edwin Mullinax	Josephine Moncrief Edwin Mullinax J. M. McKay	Clark World UP
MACON	WBML	1240	250	Middle Georgia Broadcasting Co. First National Bank Bldg. 2728	Blue	E. D. Black Chas. W. Pittman Walter Graham	Mary Hester Richardson Harold Beaty H. S. Goodrich	McGillvra Standard UP
MACON	WMAZ	940	5,000	Southeastern Broadcasting Co. Inc. Bankers Insurance Building 3131	CBS	George P. Rankin Wilton E. Cobb Frank Crowther	Lew Kent Frank Crowther George P. Rankin	Katz World Lang-Worth AP
MACON	WNEX (Construction permit)	1400	250	Macon Broadcasting Co. Bibb Bldg.	....	E. M. Lowe Al Lowe	....	.... AP
MOULTRIE	WMGA	1400	250	Frank R. Pidcock Sr. Box 310 999	KBS	Frank R. Pidcock Sr. James M. Wilder James M. Wilder	Mrs. D. E. Stringfellow .... James M. Wilder	.... Standard World UP
ROME	WRGA	1490	250	Rome Broadcasting Corp. National City Bank Bldg. 6589	MPS	John W. Quarles Happy Quarles Pinkie Talley	George Eubanks George Eubanks Doc Williams	Coleman UP
SAVANNAH	WSAV	1340	250	WSAV Inc. Liberty National Bank Bldg. 5600	NBC	Harben Daniel Harben Daniel N. W. Brandon	Gibson Jackson L. H. Thesmar Meredith E. Thompson	Hollingbery Associated AP
SAVANNAH	WTOC	1290	5,000	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. W. T. Knight Jr. Wm. B. Smart Benj. B. Williams	Ben B. Quick Wm. B. Smart Claude M. Gray	Katz Standard Lang-Worth UP
THOMASVILLE	WPAX	1240	250	H. Wimpy 117 Remington Ave. 909	....	H. Wimpy H. Wimpy Al Feinberg	Chas. Lawton Al Feinberg James W. Poole	.... UP
TOCCOA	WRLC	1450	250	R G. LeTourneau Prather Bridge Rd. LeTourneau 1751	MBS KBS	R. G. LeTourneau Virgle E. Craig Virgle E. Craig	....	Clark World Thesaurus MacGregor UP
VALDOSTA	WGOV	1450	250	E. D. Rivers Valdosta 1420	MBS	E. D. Rivers Mrs. E. D. Rivers	.... James W. Stewart	Walker World UP
WAYCROSS	WAYX	1230	250	Jack Williams 620 Plant Ave. 965	MBS KBS	Jack Williams John J. Tobola R. C. Tuten	Gwen Thomas R. C. Tuten John J. Tobola	Walker World UP
WEST POINT	WRLD	1490	250	Valley Broadcasting Co. General Tyler Hotel Bldg. 173	Blue	L. J. Duncan L. J. Duncan Allen Woodall	Frances Ledbetter Sidney Laird Dige Bishop	Headley-Reed MacGregor World AP

The COMBINATION to GEORGIA



Only A Combination of Stations Can Cover Georgia's Three Major Markets

WGST 5000W★ 920 Kc — **ATLANTA**

WMAZ 5000W 940 Kc — **MACON**

WTOC 5000W 1290 Kc — **SAVANNAH**

All CBS

AVAILABLE AT COMBINATION RATES

★ 1000W AT NIGHT

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

—AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1945)

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
BOISE	KIDO	1380	2,500-LS 1,000-N	Boise Broadcast Station Hotel Boise 660	NBC	Georgia N. Phillips Walter E. Wagstaff Boyd Braithwaite	George Snell John Casstevens James Johantz	Blair MacGregor World AP, UP
IDAHO FALLS	KID	1350	5,000-LS 500-N	KID Broadcasting Co. KID Bldg. 3	MBS Intermountain KBS	Walter Bauchman Frank McIntyre Leonard Wasden	Harry Woodle Reed Bullen C. N. Layne	McGillvra World UP
LEWISTON	KRLC	1400	250	H. E. Studebaker Lewis-Clark Hotel Bldg. 1950	MBS Don Lee Pacific	H. E. Studebaker Donald A. Wike Donald A. Thomas	.... Milton MacLafferty	Wilson World UP
NAMPA	KFXD	1230	250	Frank E. Hurt & Son 1024 12th Ave. S. 1200	....	Frank E. Hurt Frank E. Hurt Doyle H. Cain	Nancy Buehler .... Edward Hurt	.... Thesaurus Lang-Worth UP
POCATELLO	KSEI	930	1,000-LS 250-N	Radio Service Corp. Yellowstone Highway 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Olive M. Leeney Henry H. Fletcher	Griffith Walker MacGregor Standard UP
TWIN FALLS	KTFI	1270	1,000	Radio Broadcasting Corp. 241 Main Ave. W. 2400	NBC	O. P. Soule F. M. Gardner F. M. Gardner	W. E. Wright M. L. Otto F. V. Cox	Walker Griffith MacGregor Standard UP
WALLACE	KWAL	1450	250	Silver Broadcasting Co. Tabor Bldg. 330	MBS Don Lee Pacific KBS	Dr. J. B. Binyon Robert G. Binyon W. M. Spencer	W. M. Spencer Robert G. Binyon Arvo Haapanen	Griffith World UP

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative Transc. Librar News Servic
AURORA	WMRO	1280	250-D	Martin R. O'Brien 34 S. River St. 4215	....	Martin R. O'Brien Martin R. O'Brien Vincent G. Cofey	Dorothy O'Brien Jeanne M. Doran Phillip Olson	.... Standard AP
BLOOMINGTON	WJBC	1230	250	Radio Station WJBC 209 E. Washington 2635-0	KBS	Radion Station WJBC A. M. McGregor Hugh L. Gately	Stanley Lantz Marion I. Gillespie James Hamm	Sears & Ayer World UP
CAIRO	WKRO	1490	250	Oscar C. Hirsch 324 Broadway, Cape Girardeau, Mo. Cairo 1490, Cape Girardeau 2104	....	Oscar C. Hirsch Merrill C. Currier Oscar Hirsch	.... Oscar Hirsch	.... MacGregor UP
CARTHAGE	WCAZ	1080	250-D	Superior Bcstg. Service Inc. Marine Trust Co. Bldg. 520	....	Bob Compton John Palmer John Palmer	Antionette Palmer	Pearson UP
CHAMPAIGN	WDWS	1400	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	CBS	Helen M. Stevick Marajen Stevick Dyess Frank R. Mills	Juanita Hall .... Jack R. Baum	Texas DPL World UP
CHICAGO 90	WAAF	950	1,000-D	Drover's Journal Publishing Co. Inc. Palmer House Randolph 1932	....	Ward A. Neff Bradley R. Eidmann Bradley R. Eidmann	Cynthia A. Coyle J. R. Loughrin Carl Ulrich	Hollingbery Standard UP, TP
CHICAGO 1	WAIT	820 L-LS, Dallas	5,000	Radio Station WAIT 360 N. Michigan Ave. Franklin 0660	....	Gene T. Dyer Gene T. Dyer Joseph Rudolph	Earl Withrow E. M. Hinzman E. W. Jacker	Wilson MacGregor Associated UP
CHICAGO 11	WBBM	780	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass J. L. Van Volkenburg E. H. Shomo	Walter Preston Jonathan Snow James J. Beloungy	Radio Sales World Lang-Worth Associated AP, UP, INS
CHICAGO 11	WCFL	1000	10,000	Chicago Federation of Labor 666 Lakeshore Drive Superior 5300	....	John Fitzpatrick Howard T. Keegan Melvin Wolens	Howard T. Keegan Melvin Wolens Richard B. Pappin	Katz World UP
CHICAGO 11	WCRW	1240 SH-WEDC, WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	....	Clinton R. White J. A. White	.... Clinton R. White	....
CHICAGO 23	WEDC	1240 SH-WCRW, WSBC	250	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	....	Emil Denemark Frank Kotnour Frank Kotnour	William P. Brady Ruth Roberts Chester Levicki	.... UP
CHICAGO 54	WENR	890 ST-WLS	50,000	American Broadcasting Co. Merchandise Mart Delaware 1900	Blue	American Broadcasting Co. E. R. Borroff Roy McLaughlin	Gene Rouse E. J. Huber E. C. Horstman	Blue Spot MacGregor Standard AP, UP, INS
CHICAGO 12	WGES	1390	5,000	Radio Station WGES 2708 Washington Blvd. Seeley 8066	....	Partnership John A. Dyer M. E. Clemens	Herbert Rudolph Herbert Rudolph	.... UP
CHICAGO 11	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Robert R. McCormick Frank P. Schreiber William A. McGuineas	B. W. Gunn B. H. Berentson George W. Lang	WGN World Associated Standard UP, AP
CHICAGO 1	WIND	560	5,000	Johnson-Kennedy Radio Corp. 230 N. Michigan Ave. State 4176	Wolverine	Ralph L. Atlass Ralph L. Atlass John T. Carey	Fred Willson Robert Hanson Victor Voss	Pearson MacGregor Standard AP, UP, INS

In Chicago . . . It's the

METROPOLITAN STATION

ESSENTIAL IN AN ESSENTIAL MARKET

A station covering a five million population area like a blanket, with an 83.4% advertiser renewal average over a five-year period and with a commanding lead in local retail advertising, IS an essential station. With transmitter located in the geographical heart of Chicago, WAAF provides effective low-cost coverage of the entire market ***without waste.*** Awards and citations for war activities, public service and program standards testify that WAAF is doing a real job for the public and the advertiser alike.

THE RIGHT
SPOT ON THE DIAL

WAAF

CHICAGO 90, ILL.

950 Kilocycles
Atop the Palmer House

Represented Nationally by

GEORGE P. HOLLINGBERY COMPANY

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO

WJJD

Chicago's Largest
Independent Station

20,000 WATTS

A

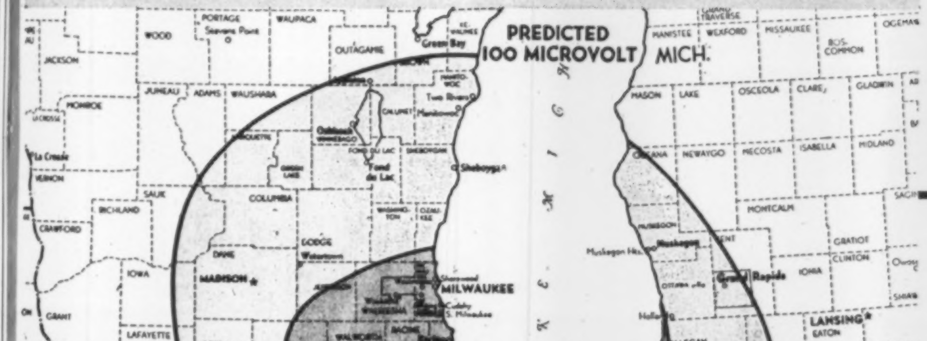
Marshall Field.

STATION

NATIONAL REPRESENTATIVES ● **PAUL H. RAYMER CO.**

WCFL—CHICAGO

10000 Watt Transmitter
1000 Kilocycles
100 % Reception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Martin Agronsky
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Richard Harkness
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Breakfast Club
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Land of the Lost
Atlantic Spotlight
Harry Wismer's Sports Review
Coast to Coast on a Bus
Soldiers with Wings
Boston Symphony Orchestra
Metropolitan Opera

Programs expertly styled for listening pleasure and Sales Appeal

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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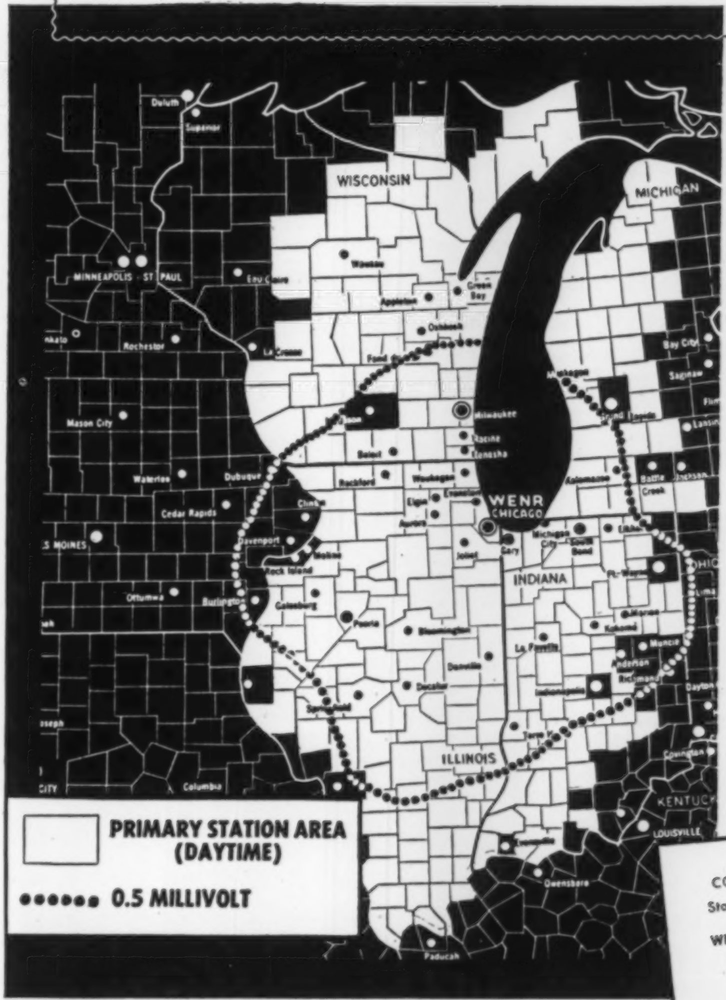
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libra News Servic
CHICAGO 1.........	WJJD	1160 L-KSL	20,000	WJJD Inc. 230 N. Michigan Ave. State 5466	Wolverine	Marshall Field Arthur F. Harre Fred G. Harm	Randy Blake Bob Ward Walter F. Myers	Raymer World AP, UP
CHICAGO 7........	WLS	890 ST-WENR	50,000	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	Blue	Burridge D. Butler Glenn Snyder Chick Freeman	Harold A. Safford Don Finlayson Thomas L. Rowe	Blair Standard AP, UP, TP
CHICAGO 54........	WMAQ	670	50,000	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC	MBC—Harry C. Kopf Harry C. Kopf Oliver Morton	Jules Herbuveaux Emmons C. Carlson H. C. Luttgens	NBC Spot Thesaurus MacGregor Standard AP, UP, INS
CHICAGO 10	*WMBI	1110 L-WBT, KFAB	5,000	Moody Bible Institute of Chicago 153 Institute Pl. Michigan 1570	....	Moody Bible Institute Henry C. Crowell	Wendell P. Loveless Russell T. Hitt A. P. Frye	.... Thesaurus UP
CHICAGO 12........	WSBC	1240 SH-WCRW, WEDC	250	Radio Station WSBC 2400 W. Madison St. Monroe 9060	....	Partnership Robert O. Miller Julius Miller	Robert O. Miller	.... Associated
CICERO 50.........	WHFC	1450	250	WHFC Inc. 6138 W. Cermak Road Cicero 4305	....	R. W. Hoffman M. E. Clifford	M. E. Clifford .... G. M. Ives	.... UP
DANVILLE..........	WDAN	1490	250	Northwestern Publishing Co. Hotel Wolford 1700	CBS	Gannett Newspapers E. C. Hewes	Cody Noble Chapman .... Ted Magin	McKinney Standard UP
DECATUR 21........	WSOY	1340	250	Commodore Broadcasting Inc. 357 N. Main St. 5371	CBS	Edward E. Lindsay Edward E. Lindsay Charles F. Bruce	Easter Straker .... Paul Wnorowski	Weed World Standard AP
E. ST. LOUIS.......	WTMV	1490	250	Mississippi Valley Bcstg. Co. Broadview Hotel Bridge 3424	....	Carlin S. French Carlin S. French F. J. Prendergast	Agnes Mites Tom Riggs Erle White	Sears & Ayer MacGregor INS
GALESBURG........	WGIL	1400	250	Galesburg Broadcasting Co. Hill Arcade Bldg. Main 4626	....	L. A Pritchard R. B. Laughner Jr.	Parke Thompson Parke Thompson Harvey C. Day	Sears & Ayer Standard UP
HARRISBURG.......	WEBQ	1240	250	Harrisburg Broadcasting Co. 110 E. Poplar St. 28	KBS	Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor	Mary Downen Bernie Smith Jos. R. Tate	.... UP
HERRIN............	WJPF	1340	250	Orville W. Lyerla Box 179 382	....	Orville W. Lyerla Chas. R. Cook	.... Chas. R. Cook Marion Sawyer	.... World UP
JACKSONVILLE.....	WLDS	1180	250-D	Stephenson, Edge & Korsmeyer Fox Illinois Theater Bldg. 1180	KBS	Partnership E. J. Korsmeyer E. J. Korsmeyer	LaFern Coultas .... Gerald J. Cassens	.... Standard UP
JOLIET.............	WCLS	1340	250	WCLS Inc. 601 Walnut St. 4761	KBS	Walter Ashe Robert M. Holt Raymond Fay	Marcia Mitchell Marjorie Pyle Lester DeCosta	.... Associated UP
PEORIA 2...........	WMBD	1470	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Hugh K. Boice Jr.	Vernon Nolte James Kyler Ted Giles	Free & Peters World AP, UP
QUINCY............	WTAD	930	1,000	Lee Broadcasting Inc. 510 Maine St. 6200	CBS	F. C. Eighmey Walter J. Rothschild Walter J. Rothschild	C. Arthur Fifer Mildred Vereheyen J. E. Gray	Katz Lang-Worth Standard AP, UP
ROCKFORD.........	WROK	1440	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	Blue	Rockford Broadcasters Inc. Walter Koessler John J. Dixon	Maurice P. Owens Wm. R. Traum T. C. Cameron	Headley-Reed World UP
ROCK ISLAND......	WHBF	1270	5,000	Rock Island Broadcasting Co. Safety Bldg. 918	MBS	John W. Potter Leslie C. Johnson Maurice J. Corken	Forest W. Cooke Theodore A. Arnold Robert J. Sinnett	Wilson Lang-Worth MacGregor Standard Thesaurus AP, UP, TP
SPRINGFIELD......	WCBS	1450	250	WCBS Inc. 523 E. Capitol Ave. 9855	Blue	{H. L. Dewing {L. G. Pefferle C. W. Neeld C. W. Neeld	John Geil F. A. Harbauer H. L. Dewing	Sears & Ayer MacGregor AP
SPRINGFIELD......	WTAX	1240	100	WTAX Inc. Reisch Bldg. 2-4441	CBS	Jay A. Johnson Jay A. Johnson J. A. Johnson	Gladys M. McGrew .... Eli C. Swaringen	Weed Associated UP
TUSCOLA...........	WDZ	1050	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	....	Edgar L. Bill Walter C. Schafer Robert Livingston	Fran Booton Robert Livingston Theodore A. Giles	Wilson Standard UP
URBANA............	*WILL	580	5,000-D	University of Illinois 1010 S. Wright St. 7-2616	....	A. C. Willard Jos. F. Wright	Frank E. Schooley .... A. James Ebel	.... AP

"That's a lot of coverage . . . but

DOES ANYONE LISTEN TO WENR?"


Duluth
Superior
WISCONSIN
MICHIGAN
MINNEAPOLIS - ST. PAUL
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Wausau
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Rochester
La Crosse
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Evansville
Owensboro
Paducah
PRIMARY STATION AREA (DAYTIME)
0.5 MILLIVOLT

You be the judge!

- *A WENR advertiser received 700% more returns than expected!*
- *A late-hour test offer pulled returns from 42 states and 3 Canadian provinces!*
- *On a recent offer over 55 network stations, WENR produced returns at lowest cost per inquiry!*

Yes, in this great market people *do* listen to WENR. And they respond! Are you familiar with WENR's rapid rise these last few months? Do you know what is happening to radio in Chicago? Just ask a Blue Spot sales representative.

COST ANALYSIS OF MAJOR CHICAGO STATIONS*

Station	Families	Cost per 1,000	% Increase over WENR
WENR	3,403,000	.03	—
A	2,157,000	.06	100.00
B	2,424,000	.05	66.6
C	3,188,000	.04	33.3

* *Based on a 15-minute daytime show, 5 times per week. Source – NBC All-County Survey.*

WENR

50,000 WATTS—A CLEAR CHANNEL STATION—890 KILOCYCLES

Owned and Operated by the Blue Network Company

Represented Nationally by Blue Spot Sales

New York Chicago Hollywood Detroit

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1945)

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ANDERSON	WHBU	1240	250	Anderson Broadcasting Corp. Citizens Bank Bldg. 7791	Blue	C. Bruce McConnell Robert E Bausman John R. Atkinson Robert E. Bausman	Loyal Podhaski	Weed Standard UP
ELKHART	WTRC	1340	250	Truth Publishing Co., Inc. Hotel Elkhart 948	Blue KBS	C. D. Greenleaf R. R. Baker Paul Upson	Margaret Lantz Blanche L. Baker Lester Zellmer	Burn-Smith Standard MacGregor World UP
EVANSVILLE 8	WEOA	1400	250	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Evansville on the Air, Inc. Clarence Leich Clarence Leich	Mrs. Pat Roper Guy R. Crecelius Fay Gehres	Weed World Standard UP
EVANSVILLE 8	WGBF	1280	5,000-LS 1,000-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Evansville on the Air, Inc. Clarence Leich Clarence Leich	Mrs. Pat Roper Guy R. Crecelius Fay Gehres	Weed World Standard UP
FORT WAYNE 2	WGL	1450	250	Farnsworth Television & Radio Corp. 925 S. Harrison St. Anthony 2136	NBC	Farnsworth Tel. & Radio Corp. Paul E. Mills Paul E. Mills	Eldon Campbell Hilda C. Woehrmeyer Bruce H. Ratts	NBC Spot World Standard UP
FORT WAYNE 2	WOWO	1190	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	Blue	Westinghouse E. & M. Co. Paul E. Mills Paul E. Mills	Eldon Campbell Hilda C. Woehrmeyer Bruce H. Ratts	NBC Spot World Standard UP
HAMMOND	WJOB	1230	250	Radio Station WJOB 449 State St. 9800	....	O. E. Richardson O. E. Richardson R. C. Adair	L. B. Weller .... Stanley Strasburg	Cox & Tanz Associated UP
INDIANAPOLIS 4	WFBM	1260	5,000	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Harry M. Bitner Frank O. Sharp William F. Kiley Jr.	Jeanne M. Bitner Edward Schneider Harrold S. Holland	Katz Associated AP, INS
INDIANAPOLIS 6	WIBC	1070	5,000	Indiana Broadcasting Corp. Indianapolis Athletic Club Lincoln 2305	MBS	Indianapolis News Alex Campbell Jr.	Stan Corley .... Harry Adams	Blair Associated Lang-Worth AP, UP
INDIANAPOLIS 44	WIRE	1430	5,000	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Wm. Dean .... Eugene E. Alden	Pearson World Lang Worth AP, UP
INDIANAPOLIS 4	WISH	1310	5,000-LS 1,000-N	Capitol Broadcasting Corp. Board of Trade Bldg. Market 6345	Blue	C. Bruce McConnell C. Bruce McConnell Robert E. Bausman Robert E. Bausman	Felix D. Adams Lyman G. Hunter Stokes Greshan Jr.	Free & Peters Standard AP, Reuters
KOKOMO	WKMO	1400	250	Kokomo Broadcasting Corp. College Bldg. 5171	CBS KBS	Kokomo Broadcasting Corp. John Carl Jeffrey John Carl Jeffrey	Ward Charles Glenn J. C. Jeffrey George Palmer	Wilson UP
LAFAYETTE 1	WASK	1450	250	WFAM Inc. Wallace Bldg. 4300	....	O. E. Richardson Joe Spring Joe Spring	William N. Warren Sr. .... Harry C. Garba	Cox & Tanz World AP
MUNCIE	WLBC	1340	250	Donald A. Burton P. O. Box 271 4403	CBS	Donald A. Burton Donald A. Burton William F. Craig	.... Maury Crain	Walker Standard AP, UP
RICHMOND	WKBV	1490	250	Central Broadcasting Corp. 25 S. 9th St. 1156	MBS	J. Robert Quigg G. F. Albright Roland L. Nusbaum	Robert C. Hanika Roland L. Nusbaum	.... World Standard UP
SOUTH BEND 4	WHOT	1490	250	South Bend Broadcasting Corp. St. Joseph & Monroe Sts. 3-4155	Blue	C. Bruce McConnell Robert E. Bausman Harry Burdick Robert E. Bausman	Orville R. Foster George Stevenson Jack Willson	Weed Standard Thesaurus AP
SOUTH BEND 26	WSBT	960	1,000	South Bend Tribune Colfax Ave. & Lafayette Blvd. 3-6161	CBS	F. A. Miller Franklin D. Schurz Robert H. Swintz	Mark H. Boyden Neal B. Welch H. G. Cole	Raymer Associated Lang-Worth UP
TERRE HAUTE	WBOW	1230	250	Banks of the Wabash Inc. 303 S. Sixth St. Crawford 3394	NBC	Alvin Eades George M. Jackson George M. Jackson	Lee J. Baxter Jill Girrard Donald D. Aldrich	Weed Standard AP, UP
VINCENNES	WAOV	1450	250	Vincennes Newspapers Inc. 320 Busseron St. 787	MBS	Eugene C. Pulliam Victor H. Lund Richard B. Harris	.... Victor H. Lund Eugene E. Alden	Pearson World Lang Worth UP
WEST LAFAYETTE	*WBAA	920	5,000-LS 1,000-N	Purdue University Hall of Music 92-2128	....	Purdue University	Jim Miles .... John W. Ditamore	.... Standard Thesarus AP

For Indianapolis and Surrounding Territory Wise Time-Buyers Give Top Priority to WFBM

Indiana's first Radio Station!

first FOR LOYAL LISTENERS!

Through intelligent programming, WFBM has built up a tremendous, ever-growing audience. Despite wartime handicaps, we have constantly maintained a well-balanced program schedule . . . supplementing outstanding features of the CBS with top-notch local and public service programs.

first FOR AGGRESSIVE MERCHANDISING ASSISTANCE!

Now as always, WFBM energetically boosts its advertisers with well-planned merchandising assistance . . . using bill-boards, newspapers, direct mail, personal calls by the station's merchandising representatives and other effective means of stimulating sales.

first FOR MORE PROFITABLE SALES!

Sending a strong, clear signal throughout the great central plain of Indiana, WFBM reaches a homogeneous, able-to-buy audience that responds as a single unit to any sound sales campaign.

WFBM

CBS

REPRESENTED NATIONALLY BY THE KATZ AGENCY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
AMES..............	*WOI	640	5,000-D	Iowa State College of A. & M. Ames 281	....	Iowa State College of A. & M. W. I. Griffith	Richard B. Hull Edward Wegener L. L. Lewis	.... World AP
BOONE............	*KFGQ	1260	250-D	Boone Biblical College 924 W. Second St.	....	Boone Bibilical College	....	....
BURLINGTON	KBUR	1490	250	Burlington Broadcasting Co. National Bank Bldg. 680	Blue	Dan T. Riley G. B. McDermott Richard Mosena	Mary Mangold T. C. Jensen John Gallino	Rambeau World UP
CEDAR RAPIDS.....	WMT	600	5,000	American Bcstg. Stations Inc. Paramount Theater Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids 6127 Waterloo 3618	CBS, MBS	Helen S. Mark Wm. B. Dolph Wm. B. Quarton Donald D. Sullivan	Douglas B. Grant Leo F. Cole George P. Hixenbaugh	Katz Standard MacGregor Lang-Worth AP, UP, INS
CLINTON...........	KROS	1340	250	Clinton Broadcasting Corp. Jacobsen Bldg. 448	MBS No. Central	W. S. Jacobsen Morgan Sexton Morgan Sexton	Lucille De Leers Morgan Sexton Gilbert Andrew	Walker Standard UP
DAVENPORT	WOC	1420	5,000	Tri-City Broadcasting Co. 1002 Brady St. 3-3661	Blue Cornbelt	B. J. Palmer Buryl Lottridge L. O. Fitzgibbons	Marshall Dane Jane Boom Paul G. Arvidson	Free & Peters World UP
DECORAH.........	*KWLC	1240	250-D	Luther College 600 Leiv Eiriksson Drive 690	....	Dr. O. J. H. Preus Richard Bergstrom	Richard Bergstrom .... Oliver M. Eittriem	....
DES MOINES 4.....	KRNT	1350	5,000	Cowles Broadcasting Co. Register & Tribune Bldg. 3-2111	CBS Blue (June 15)	Gardner Cowles Jr. Phil Hoffman Robert Dillon	Charles Miller Orville Lawson Charles Quentin	Katz Standard Lang-Worth AP, UP
DES MOINES 9.....	KSO	1460	5,000	Kingsley H. Murphy Old Colony Bldg. 3-0571	Blue, MBS CBS (June 15)	Kingsley H. Murphy George J. Higgins Goerge J. Higgins	Edmund Linehan Ken Lufkin F. E. Bartlett	Headley-Reed Standard World AP, UP
DES MOINES 7.....	WHO	1040	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC Cornbelt	B. J. Palmer J. O. Maland E. H. Bondurant	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters Lang-Worth MacGregor Thesaurus UP, INS
DUBUQUE..........	KDTH	1370	1,000	Telegraph-Herald 8th Ave. at Bluff St. 1603	MBS No. Central	F. W. Woodward Kenneth S. Gordon Warren J. Binkley	Arnold Stierman K. S. Gordon Charles Cain	Pearson Standard AP
DUBUQUE..........	WKBB	1490	250	Dubuque Broadcasting Co. Hotel Julien 572	Blue	James D. Carpenter James D. Carpenter Harry Hatzenbuehler	Jeanne Wiedner James D. Carpenter Loenard T. Carlson	Burn-Smith Associated UP
FORT DODGE......	KVFD	1400	250	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	MBS No. Central	Edward Breen Edward Breen Marjorie Rudolph	Drexel Peterson Irene Wretman David G. Sinclair	.... McGregor UP
IOWA CITY.........	*WSUI	910	5,000	State University of Iowa Iowa City 2111	....	State University of Iowa Carl H. Menzer	Pearl Broxam .... S. J. Ebert	.... AP
MARSHALLTOWN ..	KFJB	1230	250	Marshall Electric Co. 1603 W. Main St. 3361	MBS No. Central	Earl N. Peak Earl N. Peak	O. L. Russell .... Eugene Peak	.... UP
MASON CITY.......	KGLO	1300	5,000	Lee Radio Inc. 12 2nd St. N. E. 2800	CBS	Lee P. Loomis F. C. Eighmey Herbert R. Ohrt	Merritt Milligan .... Roger Sawyer	Weed Standard AP, UP
OTTUMWA.........	KBIZ	1240	250	KBIZ Inc. 117 E. Main St. 5600	MBS	James J. Conroy James J. Conroy Eleanor M. Haling	Roy L. Dawson Eleanor M. Haling Alvin P. Johnson	Rambeau World UP
SHENANDOAH	KFNF	920 ST-KUSD	1,000-LS 500-N	KFNF Inc. 407 N. Sycamore St. 1	....	Henry Field Frank Stubbs Frank Stubbs	.... Frank Stubbs Robert N. Barkman	.... Standard AP
SHENANDOAH	KMA	960	5,000	May Broadcasting Co. N. Elm St. 192	Blue, MBS Cornbelt	Earl E. May J. C. Rapp	Terry Moss Harriet Lingo Ray Schroeder	Free & Peters UP
SIOUX CITY 1......	KSCJ	1360	5,000	Perkins Bros. Co. Box 118 5-7993	Blue CBS (June 15)	W. R. Perkins Eugene T. Flaherty Eugene T. Flaherty	Eugene T. Flaherty Jean Harraday Alvin H. Smith	Hollingbery MacGregor AP
SIOUX CITY 9......	KTRI	1450	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	MBS No. Central	The Tribune Co. Dietrich Dirks Dietrich Dirks Dietrich Dirks	Al Triggs Mary Lou Sheer Bob Beck	Burn-Smith Associated UP
SPENCER...........	KICD	1240	250	Iowa Great Lakes Bcstg. Corp. Box 631 45	MBS No. Central	L. W. Andrews G. H. Sondergaard Jon S. Shafer	Jerry Ashe Jon S. Shafer Hewitt Grotewohl	Holman AP
WATERLOO........	KXEL	1540	50,000	Josh Higgins Broadcasting Co. Insurance Bldg. 3371	Blue	Joe DuMond Joe DuMond A. J. DuMond	Em Owen Elizabeth M. Gahre Don Kassner	Blair Standard AP
WATERLOO........	WMT	600	5,000	(See Cedar Rapids, Ia.)				

What's WHO got?

1 LARGEST PRIMARY COVERAGE

WHO is only 1-A Clear Channel station in Iowa. With 50,000 watts, gives you larger daytime and/or night-time primary coverage than any other station in Iowa. Daytime listening area includes nearly all Iowa, southern Minnesota, northern Missouri and western Illinois with population of 3½ million.

2 GREATEST SECONDARY COVERAGE

WHO is only station in North America operating on 1040 kc. Its sky-wave signal goes on and on, bringing in mail during winter months from 30 to 44 states regularly—from more than 50% of all U. S. counties.

3 BEST PROGRAM SERVICE

WHO is only NBC station in Iowa—has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers.

Tops in News—60.8% to 67.9% of Iowa radio families usually listen to principal WHO news broadcasts vs. 6.4% to 9.7% for Station B.

4 GREATEST POPULARITY

WHO is listened to more often, more hours, by more Iowa radio families than all other radio stations combined. "Listened-to-most" during daytime by 55.6% of Iowa radio families vs. 27% to all other Iowa stations; after 6:00 P.M., 57.7% to WHO vs. 15.8% to all other Iowa stations, according to 1944 Iowa Radio Audience Survey. (1941-42-43 Surveys prove that "listened-to-most" station has six hours of Iowa listener's attention for every hour to any "heard regularly" station. Write for free copy.

5 GREATEST DEALER INFLUENCE

Radio is considered the best state-wide advertising medium in Iowa to help sell goods

—by 68.3% of Iowa grocers, vs. 30.5% for newspapers
—by 87.4% of Iowa druggists, vs. 7.8% for newspapers

WHO is considered most effective radio station in State—

—by 54.7% of Iowa grocers, vs. 10.1% for Station B
—by 61.9% of Iowa druggists, vs. 1.5% for Station B

(According to polls by Iowa Retail Grocers & Meat Dealers Assn. and Iowa Pharmaceutical Assn.)

6 HIGHEST RATINGS

WHO has greatest "share of audience" in Des Moines during daytime hours, 8:00 A.M. to 6:00 P.M. Monday through Friday, and evenings, 6:00 P.M. to 10:00 P.M. Sunday through Saturday.

"Share of audience" ratings in "outside" zone—Ottumwa, Oskaloosa, Newton, Mason City, Fort Dodge, Boone, Ames, and Marshalltown, located 30 to 115 miles from Des Moines—during winter, 1944, are:

8:00 A.M. to 6:00 P.M., Mon. through Fri., 60%
6:00 P.M. to 10:00 P.M., Sun. through Sat., 66.9%

Write for free copy of complete report on "City Zone vs. Outside Zone Comparison".

You need WHO for adequate coverage of Iowa regardless of what network (except NBC) or local programs you may be using. WHO is one of the "lowest cost per listener" buys in the country, dominating one of the largest sales territories. There's no other station like it. Ask us or Free & Peters for availabilities.

WHO for IOWA *Plus!*

Des Moines . . . 50,000 Watts
B. J. Palmer, President . . . J. O. Maland, Manager
FREE & PETERS, INC. . . . National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1945)

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ATCHISON	KVAK	1450	250	S. H. Patterson 622½ Commercial St. 1420	MBS KBS	S. H. Patterson Jerry Akers David G. Roberts	Joseph Peck .... Charles Rayburn	.... AP
COFFEYVILLE	KGGF	690	1,000-LS 500-N	Hugh J. Powell Journal Bldg. 147	Blue	Hugh J. Powell Bert H. Powell Ed Spoonamore	Ozzie Osborn Anna Marie McGrath J. Sarto Jaminet	Weed World Thesaurus AP
DODGE CITY	KGNO	1370	1,000-LS 250-N	Dodge City Broadcasting Co. Dodge City 1340	KBS	J. C. Denious N. C. Petersen Dorothy Stavig	Herschel Holland .... Ralph Hickman	Hagg Standard AP
EMPORIA	KTSW	1400	250	Emporia Broadcasting Co. Inc. Emporia 153	MBS Kansas	Selleck B. Warren J. Nelson Rupard	Miriam Porter Burt Harrison Harold C. Davis	.... World AP
GARDEN CITY	KIUL	1240	250	Frank D. Conard 509 N. Main St. 666	MBS KBS	Frank D. Conrad Al Pyatt Al Pyatt	Betty Woodward .... Robert W. Snyder	Cox & Tanz MacGregor UP
GREAT BEND	KVGB	1400	250	KVGB, Inc.	MBS Kansas	....	....	.... Lang-Worth UP
HUTCHINSON	KWBW	1450	250	Nation's Center Broadcasting Co. 101 E. Ave. A 5202	NBC	Stanley Marsh William Wyse William Wyse Vern Minor	Ann Brookshier Vern Minor Millard Clary	.... Lang-worth UP
KANSAS CITY	KCKN			(See Missouri Listing, page 114)				
LAWRENCE	*KFKU	1250 ST-WREN	5,000-LS 1,000-N	University of Kansas 111 Fraser KU 190	....	University of Kansas Harold G. Ingham	Mildred I. Seaman .... R. P. Stringham	....
LAWRENCE	WREN	1250 ST-KFKU	5,000-LS 1,000-N	WREN Broadcasting Co. Inc. WREN Bldg. 110	Blue	R. C. Jackman Verl Bratton Verl Bratton	George Goldsmith George Goldsmith Carl Bleisner	Hollingbery MacGregor Thesaurus UP
MANHATTAN	*KSAC	580 ST-WIBW	1,000-LS 500-N	Kansas State College Manhattan 2236	....	Milton E. Eisenhower H. Umberger	L. L. Longsdorf .... Bernard P. Holbert	....
PITTSBURG	KOAM	810	1,000-D	Pittsburg Broadcasting Co., Inc. Box 603 2165	NBC	E. V. Baxter R. E. Wade	.... Leo S. Stafford	Pearson World INS
SALINA	KSAL	1150	1,000	KSAL Inc. 201 W. Iron 100	MBS Kansas	R. J. Laubengayer R. V. Jensen R. V. Jensen	R. D. Preusch Wendell Elliott N. E. Vance Jr.	Pearson Standard MacGregor Thesaurus AP
TOPEKA	WIBW	580 ST-KSAC	5,000	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	H. S. Blake Ben Ludy Ben Ludy	Maude Shreffler .... R. G. Marquardt	Capper Standard AP, UP
WICHITA 2	KANS	1240	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Jack Todd Jack Todd	Vic Rugh Vic Rugh Charles Lucy	Headley-Reed Standard Thesaurus UP, AP
WICHITA 1	KFBI	1070	5,000-LS 1,000-N	Farmers & Bankers Bcstg. Corp. First & Market Sts. 2-1447	Blue, MBS Kansas	H. K. Lindsley Robert K. Lindsley Robert K. Lindsley	Lester Weatherwax Ralph Varnum K. W. Pyle	Hollingbery World UP, INS
WICHITA 2	KFH	1330	5,000	Radio Station KFH York Rite Bldg. 2-4491	CBS	M. M. Murdock Plez S. Clark Clark A. Luther	Vernon E. Reed Clark A. Luther Amos C. Dadisman	Petry Lang-Worth AP, UP

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ASHLAND	WCMI	1340	250	Ashland Broadcasting Co. Inc. Radio Bldg. 3010	MBS	Gilmore N. Nunn L. D. Newman	Chas. Warren .... Clarence Weaver	Pearson Standard UP
BOWLING GREEN	WLBJ	1340	250	Bowling Green Bcstg. Co. Inc. Fairview & Lehman Ave. 1340	MBS KBS	Ken D. Given Ken D. Given Ken D. Given	Helen K. Given Helen K. Given James A. Hight Jr.	Burn-Smith Standard UP
HARLAN	WHLN	1230	250	Blanfox Radio Co. Inc. Harlan 625	KBS	J. Francke Fox R. B. Helms R. B. Helms Stuart Odell	Stuart Odell Eddie Whikehart J. Francke Fox	Burn-Smith World UP
HENDERSON	WSON	860	500-D	Henderson Broadcasting Co. Inc. Zion Road 3923	KBS	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	Martha Jane Reed Hecht S. Lackey B. A. Smith	Sears & Ayer Thesaurus Associated AP, UP
HOPKINSVILLE	WHOP	1230	250	Hopkinsville Broadcasting Co. Inc. Box 539 1025	CBS KBS	Pierce E. Lackey F. Ernest Lackey F. Ernest Lackey	Mary Virginia Parrish F. Ernest Lackey Charles W. Stratton	Sears & Ayer World Associated AP, UP
LEXINGTON	WLAP	1450	250	American Broadcasting Corp. Radio Building 1721	Blue, MBS	Gilmore N. Nunn J. E. Willis J. E. Willis	Lowry Kohler Lowry Kohler Sanford Helt	Pearson Standard UP

Here are cold, hard, usuable
FACTS about the WIBW MARKET

If you have any kind of a selling job to do in the area shown below, these are mighty important facts to you. Shorn of all ballyhoo and half-truths, they give you the basic details that have pointed the way to hundreds of outstandingly successful campaigns during the past two decades.

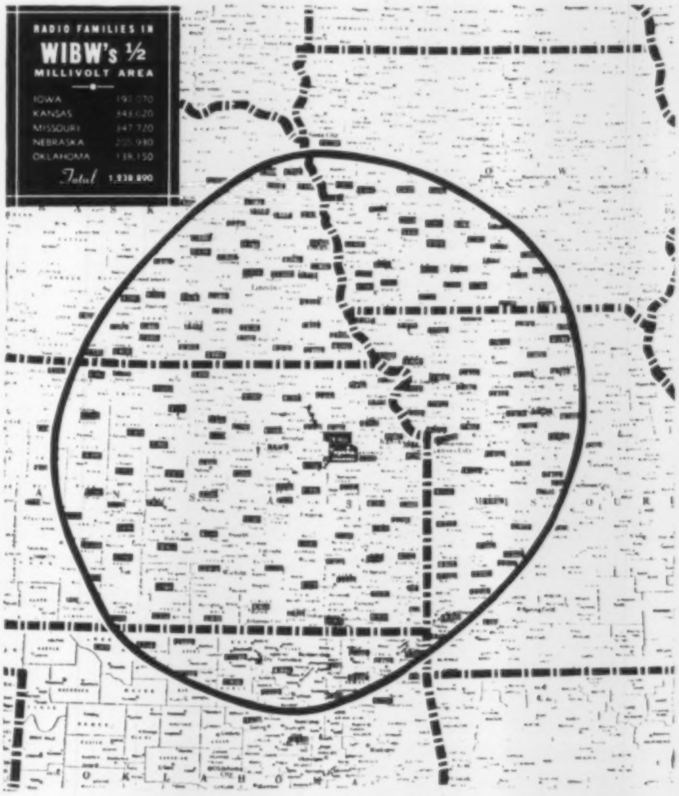
What is WIBW's Coverage?

It includes Kansas and important population areas in adjoining states. We're not showing a mail map because you'd say that no 5,000 watt station could produce such consistent, widespread results.

WIBW does, though! The reason is a happy combination of a honey of a frequency (580 kc) and one of America's highest rating soil conductivities. Engineers tell us it lays down a signal equal to a million watts at the other end of the dial.

What is WIBW's program structure?

From daybreak until midnight, our programs are geared to the entertainment and service demands of farm and small town listeners. (Determined by continuing personal surveys by Dr. F. L. Whan of the University of Wichita. Published annually under the title of "The Kansas Radio Audience").



How many listeners does WIBW have?

For convenience, figure slightly over FIVE MILLION people for whom WIBW is the "Easiest heard" and "Most listened to" station. (Source: Kansas Radio Audience, 1944)

Do they buy?

With their large, active, hungry families, they're tremendous buyers, even in normal years. Today, their income is swollen by extra-high prices for the second largest crop year on record. Yes, WIBW listeners are both ready and *able* to buy.

How do you know they listen to WIBW?

Exclusive of statewide personal surveys previously mentioned, we have some figures on mail response we'd like to show you. They give WIBW an audience as solid as the Democratic vote in Alabama. Ask about them.

To do a 100% sales job in this area, WIBW is a must!

MORE FACTS: At your service is WIBW's talent staff . . . large enough to do credit to a super-power station.

Our entertainers, announcers and musicians are personalities—known to our listeners by their first names.

WIBW is the CBS outlet for the area shown above. This means top-flight programs and established prestige.

Long experience enables us to give you valuable suggestions on how to merchandise this territory for maximum results . . . as we've proved to advertiser after advertiser.

Finally, WIBW has a long-established reputation that we intend to maintain—that of producing consistent, low cost results. Let us prove this to your satisfaction . . . through the sale of *your* product.

WIBW IN TOPEKA *"The Voice of Kansas"*
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KENTUCKY—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
LOUISVILLE 2......	WAVE	970	5,000	WAVE Inc. 334 E. Broadway Wabash 6543	NBC	Maj. George W. Norton Jr. Nathan Lord James F. Cox	George C. Patterson Bunch Sanders Wilbur Hudson	Free & Peters Lang-Worth Thesaurus AP, INS
LOUISVILLE 2......	WGRC	1400	250	Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 8871	MBS	J. Porter Smith Charles L. Harris J. Porter Smith	Ward V. Hatcher H. R. Hunter Perry Esten	Burn-Smith Standard Associated AP, UP
LOUISVILLE 2......	WHAS	840	50,000	Courier-Journal & Louisville Times 300 W. Liberty St. Wabash 2211	CBS	Barry Bingham W. Lee Coulson Joseph S. Eaton	A. W. Marlin J. M. Wynn Orrin W. Towner (leave) D. C. Summerford	Petry Standard Associated AP, UP
LOUISVILLE 1......	WINN	1240	250	Kentucky Broadcasting Corp. Inc. Tyler Hotel 5148 Wabash	Blue	Nelle M. Kendrick Harry McTigue G. F. Bauer	Mary V. Doty .... Vernon R. Nunn	Stone Roesler MacGregor Standard AP
OWENSBORO.......	WOMI	1490	250	Owensboro Broadcasting Co. Inc. Byars Ave. & Livermore Rd. 420	MBS KBS	Lawrence W. Hager Hugh O. Potter Malcolm Greep	Cliffordean Potter Hugh Potter Leslie Goodaker	.... Standard AP
PADUCAH..........	WPAD	1450	250	Paducah Broadcasting Co. Inc. Taylor Building 4100	CBS KBS	Pierce E. Lackey Pierce E. Lackey Gene Peak	Gene Peak .... U. C. Morris	Sears & Ayer World Associated MacGregor AP, UP

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ALEXANDRIA 4.....	KALB	1240 CP-580	250 CP-1,000	Alexandria Broadcasting Co. Inc. 505 Johnston St. 3335	Blue	Walter H. Allen E. R. Cappellini E. R. Cappellini	Dorothy T. Aden E. R. Cappellini Jesse Sexton	Weed Standard AP, INS
BATON ROUGE 8...	WJBO	1150	5,000	Baton Rouge Broadcasting Co. 444 Florida St. 5271	Blue	Charles P. Manship J. Roy Dabadie T. E. Gibbens	Charles L. Planchard Robert N. Bailey Donald K. Allan	Hollingbery World Standard AP, UP
LAFAYETTE........	KVOL	1340	250	Evangeline Broadcasting Co. Inc. 519 S. Buchanan 2101	NBC	Morgan Murphy George H. Thomas B. H. Bailey Jr.	Lela L. Turner B. H. Bailey Jr. B. H. Bailey Jr.	.... Standard MacGregor World UP
LAKE CHARLES.....	KPLC	1490	250	Calcasieu Broadcasting Co. Majestic Hotel 2713	NBC	T. B. Lanford David Wilson David Wilson	Margaret Mercer Joe Campbell Earl C. Moses	.... Standard Thesaurus UP
MONROE...........	KMLB	1230	250	Liner's Broadcasting Station Inc. Frances Hotel 4321	Blue	J. C. Liner J. C. Liner Jr. J. C. Liner Jr.	Marjorie Watson J. C. Liner Jr. O. L. Morgan	.... Standard UP
MONROE...........	KNOE	1450	250	James A. Noe Bernhardt Bldg. 912	NBC	James A. Noe James E. Gordon Guy Corley James E. Gordon	Elaine Hauserman W. D. Ross A. J. Bourgeois	McGillvra Thesaurus AP
NEW ORLEANS.....	WDSU	1280	5,000	Stephens Broadcasting Co. Hotel Monteleone Raymond 7135	Blue	E. A. Stephens Fred Weber Fred Weber	Stanley Holiday J. Spoonmoor Charles Whitney	Blair Lang-Worth AP, UP
NEW ORLEANS 16..	WJBW	1230	250	Chas. C. Carlson Audubon Bldg. Magnolia 3488	....	Charles C. Carlson P. K. Ewing P. K. Ewing	N. Dunne J. Giamalva C. C. Carlson	.... AP
NEW ORLEANS 12..	WNOE	1450	250	James A. Noe St. Charles Hotel Raymond 0423	MBS	James A. Noe James E. Gordon James E. Gordon	Beverly C. Brown Lowe Barnett Albert J. Bourgeois	McGillvra Standard AP
NEW ORLEANS 16..	WSMB	1350	5,000	WSMB Inc. 901 Canal St. Magnolia 5921	NBC So. Central	Maison Blanche Co. Paramount Richards Theatres Harold M. Wheelahan T. J. Fontelier	Harry Arthur J. J. Fontelier H. G. Nebe	Petry Lang-Worth Thesaurus AP
NEW ORLEANS 12..	WWL	870	50,000	Loyola University Roosevelt Hotel Raymond 2194	CBS	Loyola University Rev. P. A. Roy, S. J. W. H. Summerville Larry Baird	Ed Hoerner Alice R. Barclay J. D. Bloom	Katz World Standard UP

WE'RE NOT THE WIZARDS OF OZ (Ky.)!

Even "abracadabra" is a mystery to us! But no magic is required to know that such oddly-named Kentucky settlements offer little to entice radio advertisers. So we let the spark-spitting 50,000-watters reach 'em and have 'em. *Our* domain is the Louisville Trading Area, where pocket-books are bulging and where our crystal-ball-clear signal really does a *job* for advertisers! Want a job done for *you*, down here?

LOUISVILLE'S WAVE

970 K. C. **N. B. C.**

5000 Watts

FREE & PETERS, INC. **NATIONAL REPRESENTATIVES**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA—(Continued)

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SHREVEPORT "R"	KRMD	1340	250	Radio Station KRMD Box 1712 6171	Blue	R M. Dean T B. Lanford Glenn V. Wilson	Elizabeth Alford Jerry Bozeman W. J. Wilkerson	T—H—S INS
SHREVEPORT 90	KTBS	1480	1,000	Radio Station KTBS Box 1146 2-8711	NBC So. Central	John C. McCormack B. G. Robertson Leslie H. Peard	B. G. Robertson B. G. Robertson C. H. Maddox	Petry Thesaurus Lang-Worth AP, UP
SHREVEPORT 92	KWKH	1130	50,000	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing Fred Ohl J. A. Oswald	Howard Langfitt C. W. Doebler W. E. Antony	Branham Standard AP, UP

MAINE

	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representa Transc. Lib News Serv
AUGUSTA	WRDO	1400	250	WRDO Inc. 175 Water St. 2285	NBC Yankee New England	Adeline B. Rines Quenton Crandall Walter Weightman	Dan Kelly .... Harold Dinsmore	Weed Associated UP
BANGOR	WABI	910	1,000	Community Bcstg. Service 57 State St. 6446	CBS	F. B. Simpson F. B. Simpson Guy Corey	Harold Dorr .... Walter Dickson	.... MacGregor
BANGOR	WLBZ	620	5,000	Maine Broadcasting Co. Inc.	NBC New England Yankee	....	....	.... Thesaurus UP
LEWISTON	WCOU	1240	250	Twin City Broadcasting Co.	MBS Yankee	....	....	.... Standard UP
PORTLAND 3	WCSH	970	5,000	Congress Square Hotel Co. 157 High St. 3-9667	NBC Yankee New England	Adeline B. Rines William H. Rines Albert W. Smith	Arthur Owens Linwood T. Pitman G. Fred Crandon	Weed Bannan Thesaurus AP, UP
PORTLAND 3	WGAN	560	5,000	Portland Broadcasting System Inc. 645a Congress St. 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Arthur K. Atherton	Richard E. Bates Creighton E. Gatchell Roger W. Hodgkins	Raymer Standard UP
PRESQUE ISLE	WAGM	1450-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	KBS	H. J. McGuire H. D. Glidden H. D. Glidden	.... L. E. Hughes	Cox & Tanz Foster World UP

MARYLAND

	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
BALTIMORE 3	WBAL	1090	50,000	Hearst Radio Inc. Lexington Bldg. Lexington 4900	NBC	Hearst-Harold C. Burke Harold C. Burke Leslie H. Peard Jr.	James M. Kennedy .... Gerald W. Cooke	Petry Standard World AP, UP, INS
BALTIMORE 17	WCAO	600	5,000	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheihing George L. Filling L. Waters Milbourne Martin L. Jones	Raymer Lang-Worth INS
BALTIMORE 13	WCBM	1400	250	Baltimore Broadcasting Corp. North & Harford Ave. University 8400	Blue	John Elmer George H. Roeder John Elmer	Charles A. Roeder P. E. Wolfe August E. Eckels	Free & Peters MacGregor Lang-Worth UP, INS
BALTIMORE 2	WFBR	1300	5,000	Baltimore Radio Show Inc. 10 E. North Ave. Mulberry 1300	MBS Maryland	Robert S. Maslin Sr. Hope H. Barroll Jr. Andrew H. Hilgartner	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Blair World UP, INS
BALTIMORE 3	WITH	1230	250	Maryland Broadcasting Co. 7 E. Lexington St. Lexington 7808	....	Thomas G. Tinsley Helen Powers R. C. Embry	Raymond W. Baker James T. Mahoney James S. Duff	Headley-Reed Associated Standard Lang-Worth AP
CUMBERLAND	WTBO	1450	250	Associated Broadcasting Corp. 31 Frederick St. 298	NBC	Aurelia S. Becker Aurelia S. Becker	.... David W. Jefferies	Spot Sales World AP, UP
FREDERICK	WFMD	930	500	Monocacy Broadcasting Co. Winchester Hall 1626	CBS	Laurence Leonard Laurence Leonard William E. Hardy	Eve Chamberlain Leonard William E. Hardy Julius Thiel	Wilson World Lang-Worth AP, TP
HAGERSTOWN	WJEJ	1240	250	Hagerstown Broadcasting Co. Franklin Court 2323	MBS Maryland	Dr. A. L. Blessing Grover C. Crilley Hal Seville	Bernice Crilley Grover C. Crilley George McIntyre	.... Lang-Worth Associated TP, AP
SALISBURY	WBOC	1230	250	Peninsula Broadcasting Co. Radio Park 2480	MBS Maryland	John W. Downing Charles J. Truitt Charles J. Truitt	Jane Allen Trescot .... Petro Alfonsi	.... World UP

WTBO

Approved

THE

WTBO — NBC

AFFILIATION

as shown by

RENEWALS FROM SPONSORS

and

HOOPER LISTENER RATINGS

WTBO

Cumberland

MARYLAND

NBC

UNITED PRESS

ASSOCIATED PRESS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1945)

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representat Transc. Libr News Servi
BOSTON 16	WBZ	1030	50,000	Westinghouse Radio Stations Inc. 275 Tremont St. Hancock 4261	NBC New England	Westinghouse-Walter C. Evans C. S. Young C. H. Masse	W. Gordon Swan Harry D. Goodwin W. H. Hauser	NBC Spot Standard Thesaurus AP, UP
BOSTON 16	WCOP	1150	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	Blue	John Cowles A. N. Armstrong Jr. Paul Belaire	Jack Malloy Harry Goodwin Roland Hale	Katz Lang-Worth Standard AP, UP, INS
BOSTON 12	WEEI	590	5,000	Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323	CBS	CBS-H. E. Fellows H. E. Fellows K. F. Horton	K. F. Horton G. H. Cunningham W. J. Stiles	Radio Sales World AP, UP
BOSTON 16	WHDH	850	5,000	Matheson Radio Co. Inc. 62 Boylston St. Hancock 0900	Blue	Ralph G. Matheson Ralph G. Matheson Ralph G. Matheson	James P. Higgins .... Ralph G. Matheson	Spot Sales World Associated Thesaurus AP
BOSTON 15	WMEX	1510	5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	....	Northern Corp. Wm. S. Pote Wm. S. Pote	John Kiley .... Alfred J. Pote	.... Associated Lang-Worth INS
BOSTON 15	WNAC	1260	5,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Yankee	William O Neil John Shephard III Linus Travers Linus Travers	George W. Steffy James Powers Irving B. Robinson	Petry Standard Associated AP, INS
BOSTON 16	WORL	950	1,000-D	Bcstg. Service Organization 216 Tremont St. Liberty 4540	....	Harold A. Lafount George Lasker George Lasker	Bob Perry George Lasker John W. Parker	.... AP, UP
FALL RIVER	WSAR	1480	1,000	Fall River Broadcasting Co. Academy Bldg. 7-9477	MBS Yankee	C. E. Sevigny .... Leonard C. Cox	J. Y. Welch John Crowley John C. Pavao	Headley-Reed Standard INS
FITCHBURG	WEIM	1340	250	Radio Station WEIM 717 Main St. 1600	MBS Yankee	Radio Station WEIM Earle G. Clement Mortimer Silverman Jr.	Earle Clement Mortimer Silverman Jr. Theodore Kalin	Walker AP
GREENFIELD	WHAI	1240	250	John W. Haigis 354 Main St. 4301	MBS Yankee	John W. Haigis Horace W. Nichols Horace W. Nichols	Ross Miller Jr. Horace W. Nichols Leland F. Wheeler	Burn-Smith Bannan World AP
HOLYOKE	WHYN	1400	250	Hampden-Hampshire Corp. 180 High St. 8238	MBS Yankee	William Dwight Patrick J. Montague Patrick J. Montague	Thomas R. Humphrey Jay Heitin Thomas R. Humphrey	.... Standard UP
LAWRENCE	WLAW	680	5,000	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	Irving E. Rogers Irving E. Rogers George H. Jaspert David M. Kimel	Joseph P. Oakes .... George A. Hinckley	Katz Standard World UP
LOWELL	WLLH	1400	250	Merrimac Broadcasting Co. Inc. 39 Kearney Square 8715	MBS Yankee	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Tom Clayton .... Ralph Newton	Petry Associated AP, INS
NEW BEDFORD	WNBH	1340	250	E. Anthony & Sons Inc. 588 Pleasant St. 8-5228	Blue	Basil Brewer Hugh R. Norman Theo Healy	Evelyn Mello Bill Pendergrast Everett T. Parker	Rambeau Foster Thesaurus AP
PITTSFIELD	WBRK	1340	250	Monroe B. England 8 Bank Row 2-1553	MBS Yankee	Monroe B. England John Parsons John Parsons	William Geary .... Leonard Lavendol	Walker Standard UP
SALEM	WESX	1230	250	North Shore Broadcasting Co. 126 Washington St. 5670	....	Chas. W. Phelan A. V. Morgan A. V. Morgan	C. W. Phelan A. V. Morgan William MacDonald	New England Thesaurus World Associated AP, INS
SPRINGFIELD 3	WBZA	1030	1,000	Westinghouse Radio Stations Inc. Chestnut St. 6-8336	NBC New England	Westinghouse-Walter C. Evans C. S. Young C. H. Masse	W. Gordon Swan Harry D. Goodwin W. H. Hauser	NBC Spot Standard UP
SPRINGFIELD 3	WMAS	1450	250	WMAS Inc. 1757 Main St. 7-1414	CBS	A. S. Moffat Warren M. Greenwood Warren M. Greenwood	Ben C. Sweet Warren M. Greenwood Earle G. Hewinson	Petry Associated INS
SPRINGFIELD 5	WSPR	1270	1,000-LS 500-N	WSPR Inc. 63 Chestnut St. 6-2757	Blue	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Howard S. Keefe Lawrence A. Reilly	Hollingbery Bannan Lang-Worth AP
WEST YARMOUTH	WOCB	1240	250	E. Anthony & Sons, Inc. South Sea Ave. Hyannis 502	Blue	Basil Brewer Hugh Norman Don Sellers	Donald L. Sellers .... Robert West	Rambeau Bannan Thesaurus
WORCESTER 8	WAAB	1440	5,000	Yankee Network Inc. 34 Mechanic St. 6-1411	MBS Yankee	John Shephard 3d William O Neil H. William Koster H. William Koster	Harmon H. Hyde James Powers Joseph E. Grahn	Petry Standard Associated AP
WORCESTER 2	WORC	1310	1,000	Alfred Frank Kleindienst 65 Elm St. 5-3101	Blue	Alfred F. Kleindienst Mildred P. Stanton	....	Weed Lang-Worth INS
WORCESTER 1	WTAG	580	5,000	Worcester Telegram Pub. Co. Inc. 18 Franklin St. 5-4321	CBS	George F. Booth Edward E. Hill Herbert L. Krueger	David H. Harris Philip Jasen Elliot A. Browning	Raymer Bannan World Associated AP

*5000 REASONS *for specifying* WLAW

FOR NORTHERN NEW ENGLAND COVERAGE

* WLAW's 5000 Watts delivers complete results in this thriving industrial and agricultural market.

WLAW

Owned and Operated by

HILDRETH & ROGERS
COMPANY
LAWRENCE · MASSACHUSETTS

THE VOICE OF NORTHERN NEW ENGLAND

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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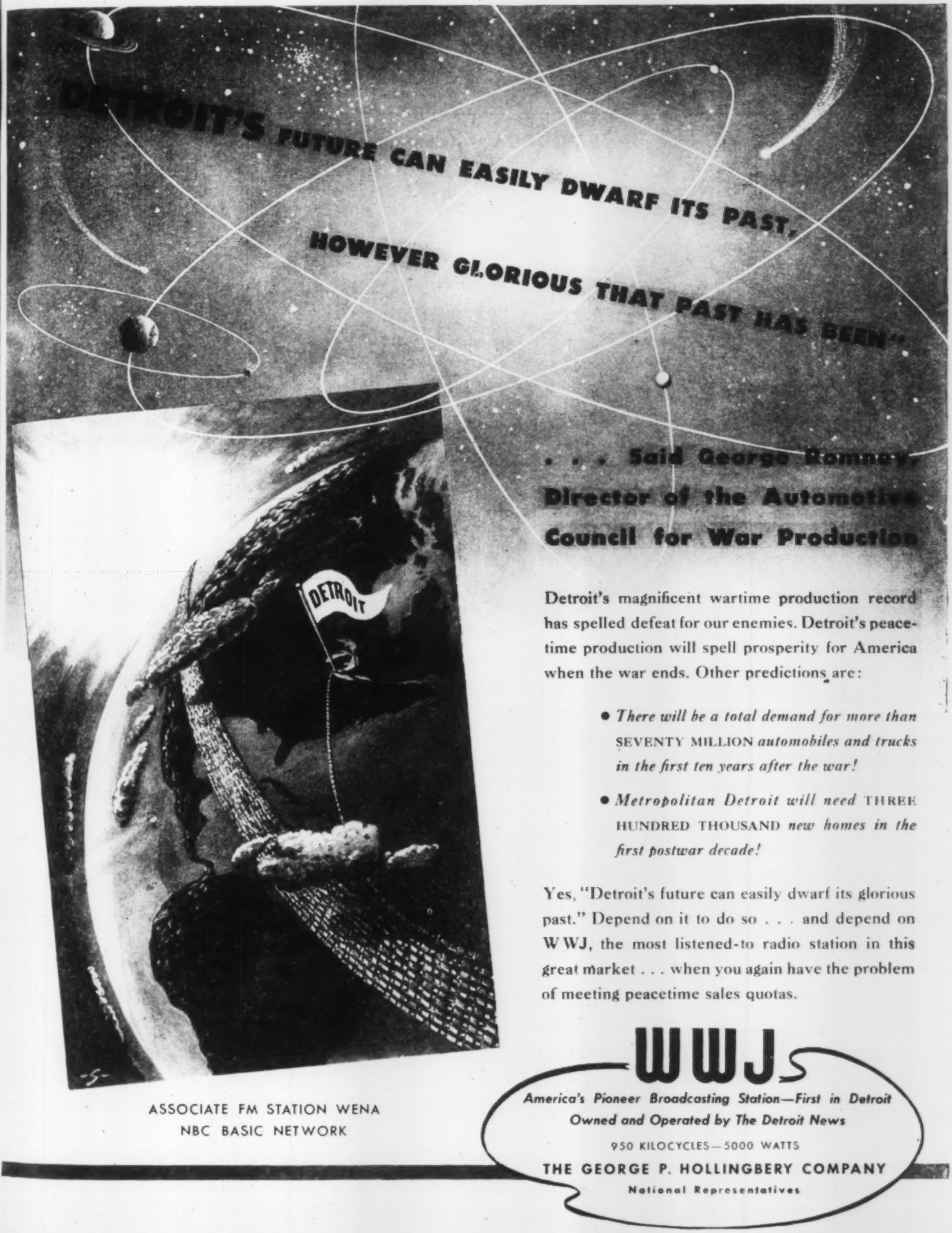
MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ANN ARBOR........	WPAG (Construction permit)	1050	250-D	Washtenaw Broadcasting Co. Inc. Hutzel Bldg.	....	Arthur E. Greene Edward F. Baughn	.... George D. Stearns	....
BATTLE CREEK	WELL	1400	250	Federated Publications, Inc. Michigan National Bank Bldg. 5655	Blue Michigan Wolverine	Federated Publications Inc. Dan E. Jayne E. P. Mills Jr.	Frank Jayne Forrest F. Owen Earl J. Stone	Burn-Smith World
BAY CITY..........	WBCM	1440	1,000–LS 500–N	Bay Broadcasting Co. Inc. Wenonah Hotel 7551	Michigan Blue	Harley D. Peet H. A. Giesel H. A. Giesel	Ralph H. Carpenter .... Ralph H. Carpenter	Hollingbery MacGregor Thesaurus UP
CALUMET..........	WHDF	1400	250	Upper Michigan Broadcasting Co. Community Bldg., Houghton Houghton 1	MBS Wolverine No. Central	John W. Rice Albert W. Payne	Earl Norden John W. Rice George L. Burgan	Sears & Ayer World
DETROIT 2.........	WJBK	1490	250	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	....	James F. Hopkins James F. Hopkins Art Croghan	Sybil Krieghoff George Miller E. T. McKenzie	Forjoe Holman World Associated Standard AP
DETROIT 26........	WJLB	1400	250	John L. Booth Broadcasting Inc. Eaton Tower Cadillac 7600	....	John L. Booth Hugh M. Gray Eric V. Hay	Douglas Wright M. Jachimski Edward H. Clark	Burn-Smith AP
DETROIT 2.........	WJR	760	50,000	WJR The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Charles G. Burke Owen F. Uridge	Franklin Mitchell Mark Haas Merrill Mitchell	Petry World Thesaurus Standard Lang-Worth AP, UP, INS
DETROIT 31........	WWJ	950	5,000	Evening News Assn. 630 W. Lafayette Blvd. Randolph 2000	NBC	W. E. Scripps Harry Bannister Harry W. Betteridge	Don DeGroot Jake Albert Herbert F. Tank	Hollingbery Standard AP, UP
DETROIT 26........	WXYZ	1270	5,000	King-Trendle Broadcasting Corp.	Blue	....	....	.... Standard Lang-Worth UP, INS
DETROIT...........	CKLW (Windsor, Ont.)	800	5,000	Western Ontario Bcstg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS	Malcolm G. Campbell J. E. Campeau Richard E. Jones	John Gordon Barbara MacFarland W. J. Carter	Young Stovin United Thesaurus UP, PN, BUP
EAST LANSING.....	*WKAR	870	5,000–D	Michigan State College East Lansing 8-1511	....	Michigan State College Robert J. Coleman	Lawrence Frymire .... Norris E. Grover	.... Standard AP
ESCANABA.........	WDBC	1490	250	Delta Broadcasting Co.	MBS No. Central Wolverine	....	....	.... Standard UP
FLINT 3............	WFDF	910	1,000	Flint Broadcasting Co.	Blue	....	....	.... Thesaurus Lang-Worth Standard AP
GRAND RAPIDS....	WJEF (Construction permit)	1230	250	Fetzer Broadcasting Co. Pantlind Hotel 61222	CBS	John E. Fetzer Rhea Y. Fetzer John E. Fetzer John W. O'Harrow	Willis Dunbar John W. O'Harrow Carl E. Lee	Free & Peters AP
GRAND RAPIDS 2 ..	WLAV	1340	250	Leonard A. Versluis 6 Fountain St., N. E. 6-5461	Blue, MBS Wolverine	Leonard A. Versluis Hy M. Steed Hy M. Steed	Joe Hooker .... Raymond Plank	McGillvra Standard INS
GRAND RAPIDS 2 ..	WOOD	1300	5,000	King-Trendle Bcstg. Corp. National Bank Bldg. 9-4211	NBC	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer World Lang-Worth UP
IRONWOOD........	WJMS	1450	250	Upper Mich.-Wis. Bcstg. Co. Inc. 124 E. McLeod Ave. 20	MBS No. Central	William L. Johnson J. W. Huss J. W. Huss	Laura Johnson Harold Ladin Arne Dahlbacka	Sears & Ayer Lang-Worth UP
JACKSON...........	WIBM	1450	250	WIBM Inc. Hotel Hayes 6121	Blue Michigan Wolverine	Herman Radner Wm. A. Cizek Wm. A. Cizek	Corrine Fellows .... C. W. Wirtanen	Forjoe Holman AP
KALAMAZOO 99 ...	WKZO	590	5,000	Fetzer Bcstg. Co. Burdick Hotel 3-1223	CBS	Rhea Y. Fetzer John E. Fetzer John E. Fetzer John W. O'Harrow	Willis F. Dunbar John W. O Harrow Carl E. Lee	Free & Peters Standard Lang-Worth AP
LANSING 16........	WJIM	1240	250	WJIM Inc. Bank of Lansing Bldg. 2-1333	Blue Michigan	Harold F. Gross Fred W. Wagenvoord O. S. Jones	Bob Innes Jack Parker Mel Wirth	.... Lang-Worth Standard UP
LAPEER............	*WMPC	1230-SH	250	The Liberty Street Gospel Church	....	....	....	....
LUDINGTON........	WKLA	1450	250	Ludington Broadcasting Co. Masonic Temple Bldg. 842	MBS Wolverine Michigan	K. L. Ashbacker K. L. Ashbacker C. Leonard Pell	Peter A. Mars Peter A. Mars N. Hale Blakely	Burn-Smith MacGregor UP



DETROIT'S FUTURE CAN EASILY DWARF ITS PAST, HOWEVER GLORIOUS THAT PAST HAS BEEN"

. . . Said George Romney, Director of the Automotive Council for War Production

Detroit's magnificent wartime production record has spelled defeat for our enemies. Detroit's peacetime production will spell prosperity for America when the war ends. Other predictions are:

- *There will be a total demand for more than* SEVENTY MILLION *automobiles and trucks in the first ten years after the war!*
- *Metropolitan Detroit will need* THREE HUNDRED THOUSAND *new homes in the first postwar decade!*

Yes, "Detroit's future can easily dwarf its glorious past." Depend on it to do so . . . and depend on WWJ, the most listened-to radio station in this great market . . . when you again have the problem of meeting peacetime sales quotas.

ASSOCIATE FM STATION WENA
NBC BASIC NETWORK

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 KILOCYCLES—5000 WATTS
THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MICHIGAN—(Continued)

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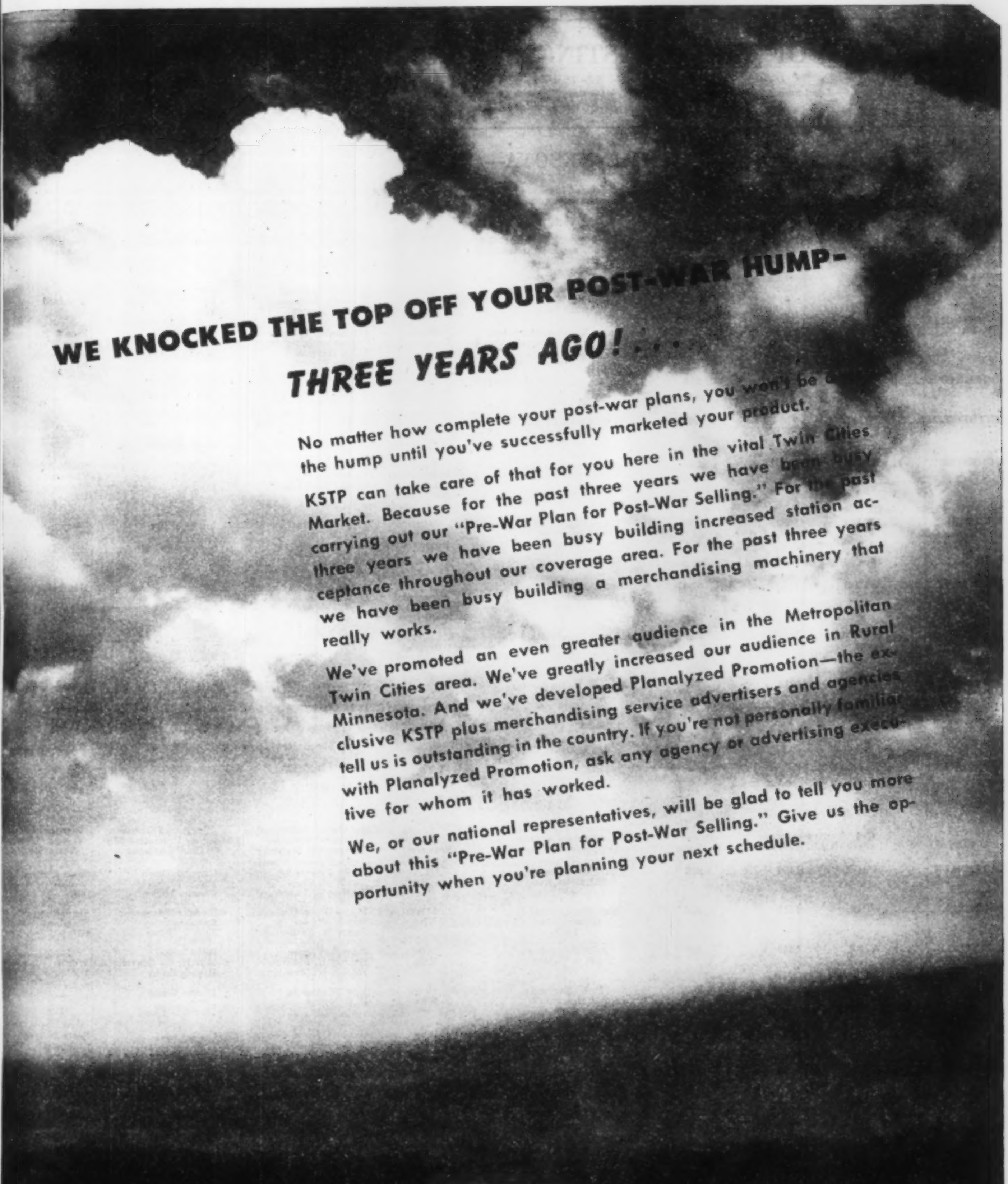
MARQUETTE	WDMJ	1340	250	Lake Superior Broadcasting Co. 146 W. Washington St. 616	MBS No. Central Wolverine	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	....	.... World UP
MUSKEGON 15	WKBZ	1490	250	Ashbacker Radio Corp. 432 Apple Ave. 26-051	MBS, Blue Michigan Wolverine	Grant F. Ashbacker Grant F. Ashbacker Wm. C. Wester	Loran A. Haney Howard Hoffman George Krivitzky	Burn-Smith Associated MacGregor UP
PONTIAC	WCAR	1130	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	....	H. Y. Levinson H. Y. Levinson	Wayne Byers .... Wayne N. Cook	Pearson Standard Lang-Worth AP, INS
PORT HURON	WHLS	1450	250	Port Huron Broadcasting Co. 932 Military St. 2-3151	MBS Wolverine KBS	Harmon L. Stevens Harmon L. Stevens Robert L. Mackin	Harmon L. Stevens V. O. Cram Leslie C. Conant	.... Standard MacGregor UP
ROYAL OAK	WEXL	1340	250	Royal Oak Broadcasting Co. Royal Oak 0815	....	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight .... J. Steadley	.... INS
SAGINAW	WSAM	1400	250	Saginaw Broadcasting Co. Eddy Bldg. 2-5109	NBC	Milton L. Greenebaum Robert Phillips Milton L. Greenebaum	.... Robert Phillips V. T. Seaman	Headley-Reed Standard INS
SAULT STE. MARIE	WSOO	1230	250-LS 100-N	Hiawathaland Broadcasting Co. 107 W. Portage Ave. 3000	Blue Michigan	Stanley R. Pratt Stanley R. Pratt Richard Y. Burnett	Herb Michael Wilf Morley Eugene T. Kaari	.... Standard AP
TRAVERSE CITY	WTCM	1400	250	Midwestern Broadcasting Co. Anderson Bldg. 1150	MBS Wolverine KBS	Les Biederman Les Biederman	Don Mullen .... Wm. Kiker	Holman Walker MacGregor AP

MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ALBERT LEA	KATE	1450	250	Albert Lea-Austin Bcstg. Co. Inc.	Blue, MBS Dairyland No. Central So. Minn.	....	....	.... Lang-Worth UP
DULUTH 5	KDAL	610	1,000	Red River Bcstg. Co. Inc Bradley Building Melrose 2628	CBS	Dalton LeMasurier Dalton LeMasurier Odin S. Ramsland	Stanley Thompson Joseph C. Cook Robert A. Dettman	Free & Peters Lang-Worth Standard MacGregor AP
DULUTH 2	WEBC	1320	5,000	Head of the Lakes Bcstg. Co.	NBC Arrowhead Northwest	....	....	.... Thesaurus UP, AP
FERGUS FALLS	KGDE	1230	250-LS 100-N	Charles L. Jaren	MBS No. Central	....	....	....
HIBBING	WMFG	1240	250	Head of the Lakes Bcstg. Co Androy Hotel 1150	NBC Arrowhead Northwest No. Central	Morgan Murphy Harry S. Hyett Harry S. Hyett	Ruth C. Coe Robert Fowler William Lounsbery	Hollingbery UP
MANKATO	KYSM	1230	250	F. B. Clements & Co. 101 N. Second St. 4673	NBC Northwest Minnesota So. Minn.	F. B. Clements John F. Meagher John F. Meagher	Bob Gardner Kay McKenna Jim Houts	Pearson Lang-Worth Thesaurus UP
MINNEAPOLIS-ST. PAUL	KSTP	1500	50,000	KSTP Inc. St. Paul Hotel, St. Paul 2 Radio City, Mpls. 2 St. Paul: Cedar 5511 Minneapolis: Bridgeport 3222	NBC Minnesota Northwest	Standley E. Hubbard K. M. Hance Ray C. Jenkins	.... Sam Levitan	Petry World Standard Thesaurus Lang-Worth AP, UP
MINNEAPOLIS-ST. PAUL	WCCO	830	50,000	Columbia Bcstg. System Inc. 625 Second Ave. S., Minneapolis 2 Main 1202	CBS	CBS—A. E. Joscelyn A. E. Joscelyn	Alvin B. Sheehan Sam H. Kaufman Hugh S. McCartney	Radio Sales Standard MacGregor Lang-Worth AP, UP
MINNEAPOLIS-ST. PAUL	WDGY	1130 L-Albuquerque	5,000-LS 500-N	Dr. George W. Young Nicollet Hotel, Minneapolis 1 Bridgeport 7777	....	Dr. Geo. W. Young Dr. Geo. W. Young Lee L. Whiting	Richard M. Day .... Dr. George W. Young	Rambeau Standard Lang-Worth AP
MINNEAPOLIS-ST. PAUL	*WLB	770 ST-WCAL	5,000-D	University of Minnesota Eddy Hall, U. of Minnesota Main 8177	....	University of Minnesota E. W. Ziebarth	Betty Thomas Girling .... Berten A. Holmberg	.... UP



WE KNOCKED THE TOP OFF YOUR POST-WAR HUMP–

THREE YEARS AGO! . . .

No matter how complete your post-war plans, you won't be o[illegible] the hump until you've successfully marketed your product.

KSTP can take care of that for you here in the vital Twin Cities Market. Because for the past three years we have been busy carrying out our "Pre-War Plan for Post-War Selling." For the past three years we have been busy building increased station acceptance throughout our coverage area. For the past three years we have been busy building a merchandising machinery that really works.

We've promoted an even greater audience in the Metropolitan Twin Cities area. We've greatly increased our audience in Rural Minnesota. And we've developed Planalyzed Promotion—the exclusive KSTP plus merchandising service advertisers and agencies tell us is outstanding in the country. If you're not personally familiar with Planalyzed Promotion, ask any agency or advertising executive for whom it has worked.

We, or our national representatives, will be glad to tell you more about this "Pre-War Plan for Post-War Selling." Give us the opportunity when you're planning your next schedule.

50,000 WATTS KSTP CLEAR CHANNEL

MINNEAPOLIS - ST. PAUL

Exclusive NBC Affiliate for the Twin Cities . . . The Northwest's Leading Radio Station

Represented Nationally by Edward Petry & Co.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
MINNEAPOLIS-ST. PAUL.........	WLOL	1330	1,000	Independent Merchants Bcstg. Co. 1730 Hennepin Ave., Minneapolis 3 Atlantic 0406	MBS No. Central	Charles J. Winton Jr. Ralph L. Atlass E. S. Mittendorf Fred F. Laws	Edna Brautigam Mary Bowers Gene Brautigan Harvey Headen	Pearson Standard INS
MINNEAPOLIS-ST. PAUL.........	WMIN	1400	250	WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul 4 Nestor 6501	....	Edward Hoffman Edward Hoffman Samuel Nemer	Marilyn Powell Edward Hoffman Warren Fritze	Forjoe Standard AP
MINNEAPOLIS-ST. PAUL.........	WTCN	1280	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis 4 Main 6562	Blue Dairyland	Minnesota Tribune Northwest Publications C. T. Hagman F. Van Konynenburg	Judy Bryson Cliff J. Rian Myron Fleming	Free & Peters Lang-Worth Associated AP, UP
MOORHEAD........	KVOX	1340	250	KVOX Broadcasting Co. Inc. Comstock Hotel 3-1523	MBS No. Central	John W. Boler M. M. Marget Arv Johnson	Jocelyn Birch M. M. Marget Harry Vose	.... UP
NORTHFIELD......	*WCAL	770 ST-WLB	5,000-D	St. Olaf College Northfield 770	....	Clemens M. Granskou Milford Jensen	David Johnson .... M. C. Jensen	.... AP
ROCHESTER........	KROC	1340	250	Southern Minnesota Bcstg. Co. 100 First Ave. Bldg. 3924	NBC Minnesota Michigan Northwest So. Minn.	Mrs. A. P. Gentling Gerald H. Wing Gerald H. Wing	Cal Smith Walter Bruzek Fred C. Clarke	Radio Adv. Thesaurus Standard UP
ST. CLOUD.........	KFAM	1450	250	Times Publishing Co. Weber Bldg. 3330	NBC Northwest Minnesota	Fred Schilplin Fred Schilplin John Paulson	Lucile Miller John Paulson R. B. Witschen	Petry Thesaurus UP
ST. PAUL...........	(See Minneapolis-St. Paul beginning page 110)							
VIRGINIA...........	WHLB	1400	250	Head of Lakes Bcstg. Co. 17th St. & 6th Ave. So. 2000	NBC Arrowhead No. Central Northwest	Morgan Murphy O. H. Peterson O. H. Peterson	Marion Wicklem Herbert Sonnenburg William E. Lounsberry	Hollingbery UP
WILLMAR..........	KWLM	1340	250	Lakeland Broadcasting Co. 307 W. Sixth St. 1310	MBS, Blue Dairyland No. Central	H. W. Linder H. W. Linder	....	Pearson MacGregor UP
WINONA...........	KWNO	1230	250	Winona Radio Service 216 Center St. 3314	MBS, Blue No. Central Dairyland	M. H. White L. L. McCurnin L. L. McCurnin	Miss M. J. Leu Miss P. J. Love L. L. McCurnin	Pearson Lang-Worth AP

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CLARKSDALE.......	WROX	1450	250	Robin Weaver Sr. 321 Delta Ave. 218	Blue KBS	Robin Weaver Sr. David M. Segal William R. Pharr	Carrol Jackson David M. Segal Charles Hicks	Sears & Ayer World AP
COLUMBUS.........	WCBI	1340	250	Maj. Birney Imes Jr. Gilmer Hotel 1313	MBS KBS	Major Birney Imes Jr. Bob McRaney James W. Eatherton	Yvonne Brisbane Bob McRaney Jack V. Jones	Sears & Ayer Standard AP
GREENVILLE.......	WJPR	1340	250	John R. Pepper 107 S. Poplar 1770	MBS KBS	John R. Pepper Emmet H. McMurry Emmet H. McMurry	Bill McHan Martha De Gravelles Horace Colby	.... World UP
GREENWOOD......	WGRM	1240	250	P. K. Ewing Sr. 222 Howard St. 1900	Blue KBS	P. K. Ewing Sr. F. C. Ewing	Lorene Wood .... David L. Dodd	....
GULFPORT.........	WGCM	1240	250	WGCM Broadcasting Co. Hewes-Martin Bldg. 1110	Blue KBS	Hugh O. Jones C. E. Vann Ossie Lee Owens	C. E. Vann .... Donovan Murphy	Sears & Ayer Standard AP
HATTIESBURG	WFOR	1400	250	Forrest Broadcasting Co. 302 Hemphill St. 1866	NBC KBS	C. J. Wright Sr. C. J. Wright Sr. C. J. Wright Sr.	Ed Jenkins .... L. E. Sanders	.... Standard UP
JACKSON 116.......	WJDX	1300	5,000-LS 1,000-N	Lamar Life Insurance Co. Box 2171	NBC So. Central	Lamar Life Insurance Co. Wiley P. Harris Frank Gentry	W. Taylor Briggs Maurice Thompson Percy G. Root	Hollingbery Thesaurus MacGregor UP
JACKSON..........	WJXN (Construction permit)	1490	250	Ewing Broadcasting Co.	....	....	....	....
JACKSON 114.......	WSLI	1450	250	Standard Life Broadcasting Co. Box 1847 3-2788	Blue	George W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Ward A. Coleman M. B. Wray C. A. Perkins	Weed Standard AP
LAUREL............	WAML	1340	250	New Laurel Radio Station Inc. 535 Central Ave. 288	NBC KBS	D. A. Matison Hugh M. Smith W. C. DeHority	Frank Holifield .... Bruce Dennis	Hollingbery Standard UP
McCOMB...........	WSKB	1230	250	McComb Broadcasting Corp. Box 111 37	KBS	Robert Louis Sanders George Blumenstock George Blumenstock George Blumenstock	Julia D. Blumenstock Robert Nickey Robert Louis Sanders	.... Associated AP

Red Galluses . . .
or White Tie?

"They're all the same to me! You see, I represent WTCN and when the folks in the flannel shirts want to hear programs they like, we've got 'em scheduled at those times . . . And when the boiled shirts tune in we're airing out shows that they like. So, all in all, it's a safe bet that WTCN reaches all of 'em sometime in the 18 hours!"

Look at WTCN's program schedule and you'll see what Zeke means. Shows are presented at the times when the people we want to reach can listen best—whether they wear "red galluses" or "white ties." That's the reason WTCN delivers for advertisers in the great midwest.

STATISTICS ON WTCN DAY COVERAGE	Population	1,836,424	**RETAIL SALES $908,036,000**
	Families	510,117	
	Families with Radio	374,640	
	Potential Audience	1,346,704	
STATISTICS ON WTCN NIGHT COVERAGE	Population	1,685,051	**RETAIL SALES $732,971,000**
	Families	468,080	
	Families with Radio	349,670	
	Potential Audience	1,248,812	

WTCN

THE BLUE NETWORK

MINNEAPOLIS • SAINT PAUL, MINNESOTA

FREE AND PETERS . . . *National Representatives*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1945)

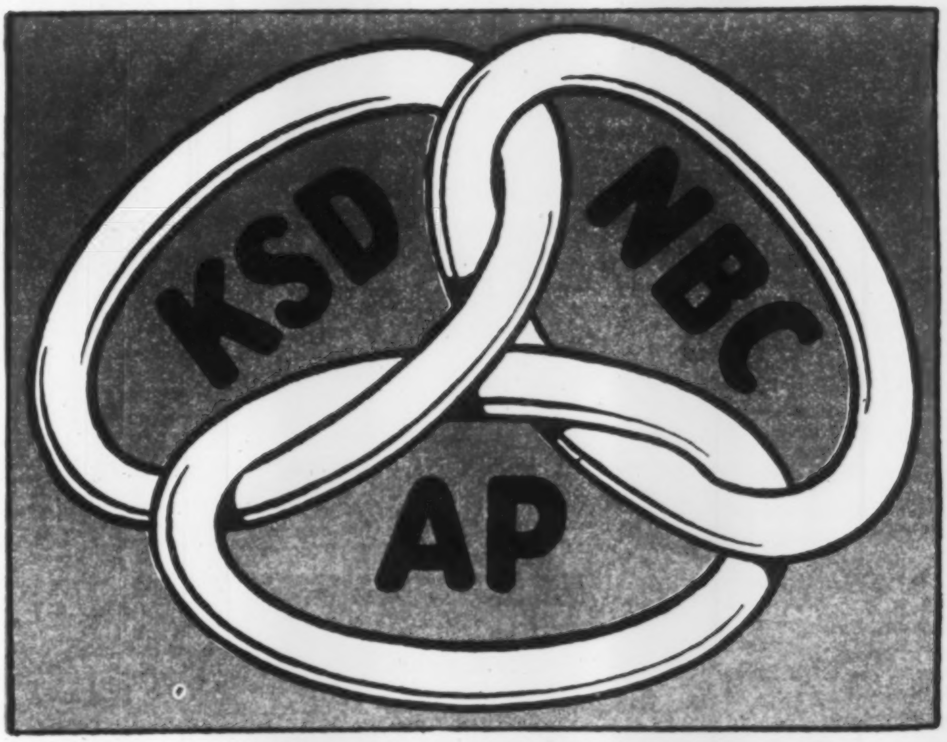
MISSISSIPPI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
MERIDIAN.........	WCOC	910	1,000	Mississippi Broadcasting Co. Inc. Threefoot Bldg. 1042	CBS	D. W. Gavin D. W. Gavin	....	Thesaurus Standard UP
NATCHEZ..........	WMIS	1490 CP-1240	250	Natchez Broadcasting Co. City Bank & Trust Co. Bldg. 580	....	P. K. Ewing P. K. Ewing Jr.	Anabel Y. Maxwell Norman Lawrence George W. Wilson	.... World AP
TUPELO............	WELO	1490	250	Maj. Birney Imes Jr. WELO Bldg. 1242	MBS KBS	Maj. Birney Imes Jr. Gene Tibbett Bob Evans	Bob Leach Gene Tibbett Leroy Green	Sears & Ayer Standard AP
VICKSBURG........	WQBC	1420	1,000-LS 500-N	Delta Broadcasting Company Inc. Hotel Vicksburg 312	Blue KBS	L. P. Cashman O. W. Jones O. W. Jones	Mary V. Cashman .... C. E. Drake	.... World AP

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
CAPE GIRARDEAU .	KFVS	1400	250	Oscar C. Hirsch 324 Broadway 2104	....	Oscar C. Hirsch Oscar C. Hirsch Ralph L. Hirsch	Virginia Bahn Ralph L. Hirsch Ralph L. Hirsch	.... Standard UP
COLUMBIA.........	KFRU	1400	250	KFRU Inc. 9th & Elm Sts. 4141	Blue	Elzey Roberts Foster H. Brown Foster H. Brown	Harold Douglas .... Robert Haigh	Blair Standard Thesaurus UP
HANNIBAL.........	KHMO	1340	250	Courier-Post Publishing Co. 102½ S. Main St. 3450	Blue	E. L. Sparks Wayne W. Cribb Wayne W. Cribb	Maxine Dierking Wayne W. Cribb Robert Shenke	Pearson Thesaurus AP
JEFFERSON CITY...	KWOS	1240	250	Tribune Printing Co. 210 Monroe 4000	MBS KBS	R. C. Goshorn R. L. Rose R. L. Rose	Ray Manning .... Harold White	Sears & Ayer Lang Worth AP, UP
JOPLIN.............	WMBH	1450	250	Joplin Broadcasting Co. 6th & Main 330	MBS	D. J. Poynor D. J. Poynor Abe Rudunsky	M. Housted Mae Poynor Richard Meek	Sears & Ayer Standard Thesaurus UP
KANSAS CITY 6.....	KCKN	1340	250	KCKN Broadcasting Co. 300 Waltower Bldg. Victor 3864	MBS	{Arthur Capper {Ben Ludy Ellis Atteberry Joe Story	.... Max Williams	Capper Standard MacGregor Lang-Worth UP
KANSAS CITY	KCMO	1480	5,000	KCMO Broadcasting Co. 1515 Commerce Bldg. Victor 0900	Blue	T. L. Evans E. K. Hartenbower Clarence E. Breazeal	James Coy E. K. Hartenbower Elza G. Runkle Jr.	.... Associated Lang Worth Standard AP, UP
KANSAS CITY 6	KMBC	980	5,000	Midland Broadcasting Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church Karl Koerper Sam H. Bennett	Rod Cupp E. P. J. Shurick {Ray Moler {Kenneth Krahl	Free & Peters World AP, UP
KANSAS CITY 17....	WDAF	610	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC	Earl McCollum Dean Fitzer Gardner Reames	Harry J. Kaufmann .... J. A. Flaherty	Petry Standard AP
KANSAS CITY 6....	WHB	880	1,000-D	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Donald D. Davis John T. Schilling Donald D. Davis	John Wahlstedt Gene Garrett Henry Goldenberg	Don Davis Spot Sales Associated AP
POPLAR BLUFF.....	KWOC	1340	250	Radio Station KWOC 1801 N. Main St. 1310	....	Radio Station KWOC P. H. Cunningham P. H. Cunningham	W. R. Tedrick .... Don E. Lidenton	Pearson World AP
ST. JOSEPH 8......	KFEQ	680	5,000	KFEQ Inc. Schneider Bldg. 4-0813	Blue	Barton Pitts Barton Pitts G. G. Griswold	H. H. Packard J. Ted Branson Fred Damm	Headley-Reed Lang-Worth Thesaurus UP
ST. LOUIS 5........	*KFUO	850-SH	5,000	Evangelical Lutheran Synod 801 DeMun Ave. Delmar 3030	....	Evangelical Lutheran Synod Rev. H. H. Hohenstein	Rev. H. H. Hohenstein Rev. Paul C. Barth Carl Meyer	.... World UP
ST. LOUIS 2........	KMOX	1120	50,000	Columbia Bcstg. System Inc. 401 S. 12th Blvd. Central 8240	CBS	CBS—Frank B. Falknor Frank B. Falknor Wendell B. Campbell	.... Harry Harvey	Radio Sales Lang-Worth Associated AP, UP
ST. LOUIS..........	KSD	550	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Edward W. Hamlin	Free & Peters Thesaurus AP
ST. LOUIS 8........	KWK	1380	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert Thomas Convey Ray E. Dady V. E. Carmichael	John W. Tinnea .... Nick J. Zehr	Raymer World Up, Reuters

The Combination that -C-L-I-C-K-S- in St. Louis!

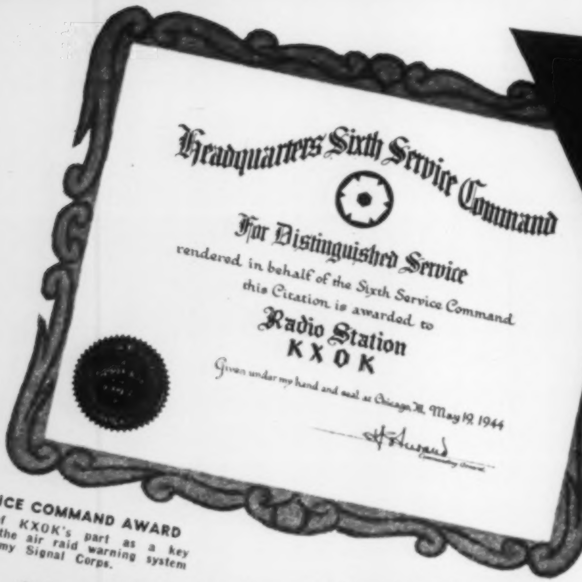


KSD is the NBC basic station for St. Louis. It is 225 miles to the nearest other outlet of "The Network Most People Listen to Most." ● KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—combining the special radio wires of Press Association, Inc., with the world-famous news wires of AP. ● KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standards of programming and advertising acceptance. ● To sell the great St. Louis market, use "The Combination that Clicks."

KSD

ST. LOUIS---550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH
Nationally Represented by
FREE & PETERS, Inc.



Headquarters Sixth Service Command

For Distinguished Service

rendered in behalf of the Sixth Service Command

this Citation is awarded to

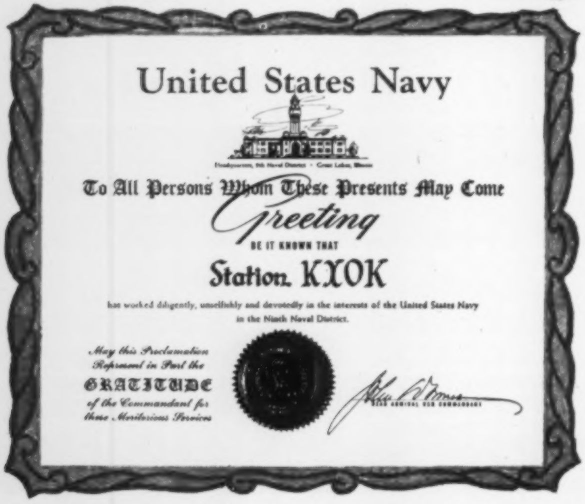
Radio Station

KXOK

Given under my hand and seal at Chicago, Ill. May 19, 1944

Commanding General

SIXTH SERVICE COMMAND AWARD
in recognition of KXOK's part as a key radio station in the air raid warning system of the U. S. Army Signal Corps.



United States Navy

Headquarters, 9th Naval District • Great Lakes, Illinois

To All Persons Whom These Presents May Come

Greeting

BE IT KNOWN THAT

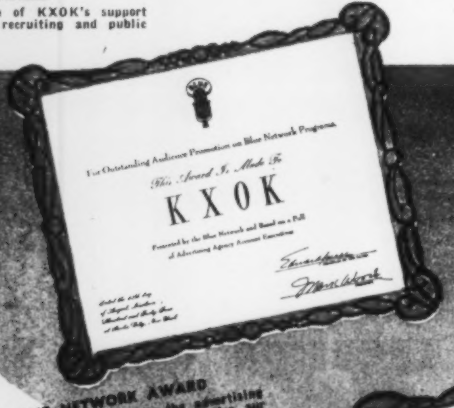
Station KXOK

has worked diligently, unselfishly and devotedly in the interests of the United States Navy in the Ninth Naval District.

May this Proclamation
Represent in Part the
GRATITUDE
of the Commandant for
these Meritorious Services

Rear Admiral USN Commandant

NAVY AWARD
presented in recognition of KXOK's support of the Navy's morale, recruiting and public relations activites.



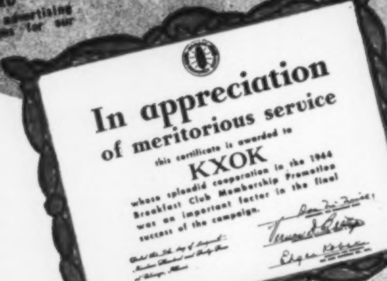
For Outstanding Audience Promotion on Blue Network Programs

This Award Is Made To

KXOK

Presented by the Blue Network and Based on a Poll of Advertising Agency Account Executives

BLUE NETWORK AWARD
giving over-all recognition by the advertising agencies of Blue Network programs for our outstanding promotion plan.



In appreciation
of meritorious service

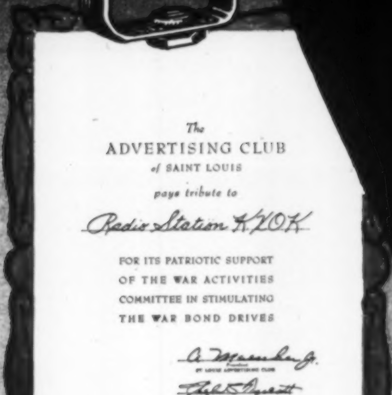
this certificate is awarded to

KXOK

whose splendid cooperation in the 1944 Breakfast Club Membership Promotion was an important factor in the final success of the campaign.

BREAKFAST CLUB AWARD
presented by the Blue Network to KXOK in recognition of our all-out promotion job on the Breakfast Club membership campaign.

THERE
KXOK
BLUE



The
ADVERTISING CLUB
of SAINT LOUIS

pays tribute to

Radio Station KXOK

FOR ITS PATRIOTIC SUPPORT
OF THE WAR ACTIVITIES
COMMITTEE IN STIMULATING
THE WAR BOND DRIVES

President
St. Louis Advertising Club

Chairman
War Activities Committee

June 12, 1944

ADVERTISING CLUB AWARD
to KXOK for patriotic support of the War Activities Committee and co-operation with all agencies in stimulating war bond drives.

MUST BE A REASON . . .

. . . when a radio station is cited five times in one year for outstanding promotion and public service. Awards like these are not accidents. Neither are they achieved through half-way measures.

KXOK believes in going all-out to serve its public and its advertisers at every opportunity. The service-plus which this station is consistently doing in St. Louis and surrounding territory today, is indicative of a steady progress in programming . . . in audience building . . . and in making KXOK one of the greatest selling forces in this area.

This station is going places fast. Tangible evidence of progress is found in expressions like these from other organizations who recognize the meritorious public service and audience promotion which KXOK is doing.

Five significant awards this year! *There is a reason.* KXOK is doing a job . . . an outstanding job of audience promotion and public service.

KXOK

SAINT LOUIS—1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1945)

MISSOURI—(Continued)

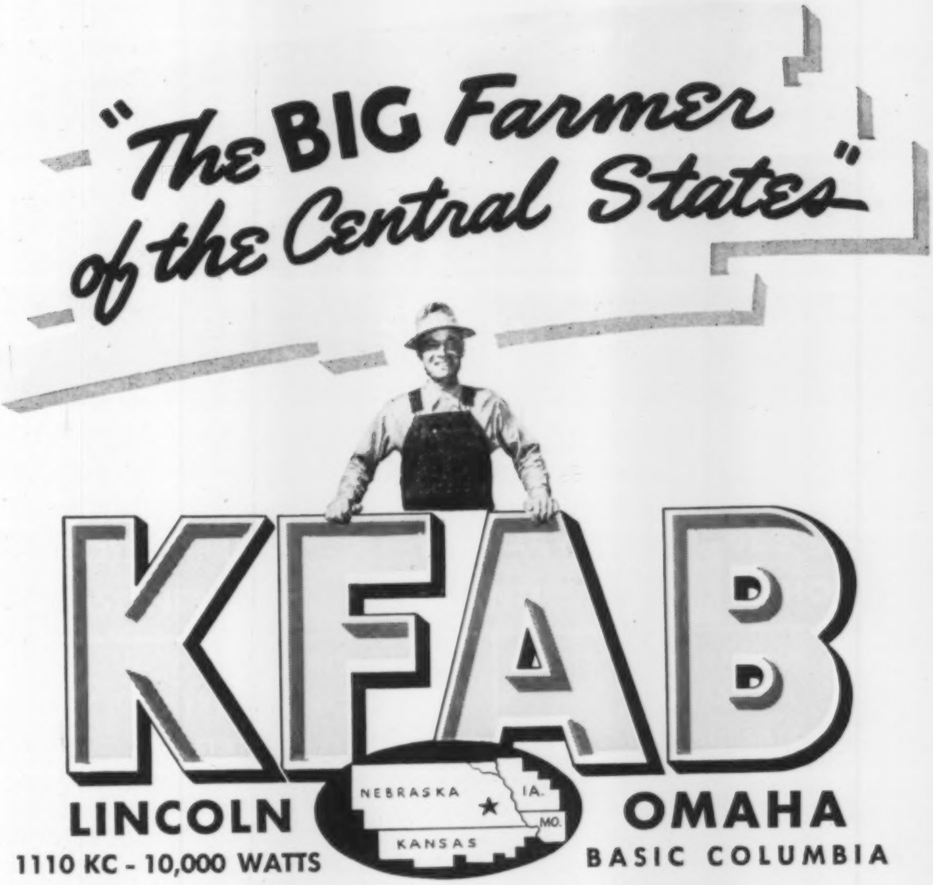
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ST. LOUIS 1........	KXOK	630	5,000	Star-Times Publishing Co. 12th & Delmar Blvds. Chestnut 3700	Blue	Elzey Roberts C. L. Thomas V. N. Springgate	.... {Paul Godt {M. Medearis Arthur Rekart	Blair Standard Associated UP, INS
ST. LOUIS 8........	WEW	770	1,000-D	St. Louis University 3642 Lindell Blvd. Franklin 5665	....	St. Louis University Nicholas Pagliara	Don Lochner .... George E. Rueppel, S. J.	Pearson World Standard INS
ST. LOUIS 8........	WIL	1230	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	....	L. A. Benson C. W. Benson Kenneth M. Parke	Mel Kampe C. W. Benson Chalmer H. Stoup	Rambeau Standard MacGregor Lang-Worth AP
SEDALIA...........	KDRO	1490	250	Milton J. Hinlein 2100 W. Broadway 4004	MBS KBS	Milton J. Hinlein Phoebe E. Trout Milton J. Hinlein	Phoebe E. Trout Milton J. Heinlein Wayne Pash	.... UP
SPRINGFIELD......	KGBX	1260	5,000	Springfield Bcstg. Co. Inc. 508 St. Louis St. 1360	NBC	H. S. Jewell J. Gordon Wardell	Carl Fox Dudley Morris Dennis White	Hollingbery Thesaurus AP, UP
SPRINGFIELD......	KTTS	1400	250	Independent Broadcasting Co. Chamber of Commerce Bldg. 4303	CBS, MBS	J. H. G. Cooper G. Pearson Ward Bob Burke	Frank McAtee G. Pearson Ward Wm. F. Curry (acting)	Sears & Ayer World MacGregor AP
SPRINGFIELD.......	KWTO	560	5,000-LS 1,000-N	Ozarks Broadcasting Co. Inc. 508 St. Louis St. 1360	Blue	R. D. Foster R. D. Foster Leslie L. Kennon	Ralph A. Nelms M. Wayland Fullington Fritz Bauer	Pearson Standard UP

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BILLINGS...........	KGHL	790	5,000	Northwestern Auto Supply Co. Fifth & N Broadway 2222	NBC	C. O. Campbell Franz J. Robischon	.... Frank Manzari Jeff Kiichli	Katz Standard Thesaurus UP
BOZEMAN..........	KRBM	1450	250	KRBM Broadcasters Inc. 103 W. Main St. 1420	NBC Z-Net —	Ernest A. Neath Ernest A. Neath Win Neely	Larry Binder George Davenport Jack Provis	Walker Lang-Worth UP
BUTTE.............	KGIR	1370	5,000	KGIR Inc. Butte 2-2344	NBC Z-Net —	E. B. Craney E. B. Craney S. J. Schile	Arne Anzjon S. J. Schile Jack Provis	Walker Lang-Worth MacGregor UP
GREAT FALLS......	KFBB	1310	5,000	Buttrey Broadcast Inc. First Nat'l Bank Bldg. 4377	CBS	F. A. Buttrey J. P. Wilkins J. P. Wilkins	LeRoy Stahl .... Wilbur L. Myhre	Weed Thesaurus Standard UP
HELENA............	KPFA	1240	250	Peoples Forum of the Air 1306 11th Ave. 1240	NBC Z-Net —	Barclay Craighead K. O. MacPherson	.... R. D. Martin	Walker Lang-Worth UP
KALISPELL.........	KGEZ	1340	100	A. W. Talbot 203 First Ave. E. 332	....	A. W. Talbot Donald C. Treloar Glenn E. Millhouse	Donald C. Treloar Donald C. Treloar Oliver G. Coburn	.... MacGregor UP
MILES CITY........	KRJF	1340	250	Star Printing Co. 13 N Sixth St. 60	KBS	W. F. Flinn D. E. Tannehill D. E. Tannehill	Robert Wilson .... I. A. Elliot	.... World MacGregor UP
MISSOULA.........	KGVO	1290	5,000-LS 1,000-N	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby John Lindsay	J. A. Barber Harry G. Bennett Fred Wamble	Weed Lang-Worth UP
SIDNEY............	KGCX	1480	1,000	E E. Krebsbach 109 S. Central Ave. 408	CBS KBC	E. E. Krebsbach E. E. Krebsbach Jack Krebsbach	Helen Knopp .... Frank A. Toomey	.... World

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
FREMONT..........	KORN	1400	250	Nebraska Broadcasting Corp.	....	Arthur Baldwin Lumir Urban Harry Averill	Nat Mensing .... Hobart Alexander	Sears & Ayer Lang-Worth AP
GRAND ISLAND....	KMMJ	750 L-WSB	1,000	KMMJ Inc. Cedar & Division 703	Blue	Don Searle Wick Heath Rex Lathen	Orie Kerwood Ed. R. Skinner Devere Swanson	Headley-Reed Standard UP
HASTINGS..........	KHAS	1230	250	Nebraska Broadcasting Co. 906 W. Second St. 1745	KBS	Fred A. Seaton Duane L. Watts Duane L. Watts	Max Brown Duane L. Watts Harold Hardy	.... World AP
KEARNEY..........	KGFW	1340	250	Central Nebraska Bcstg. Corp. Federal Annex Bldg. 2-3541	KBS	Lloyd C. Thomas E. Anson Thomas E. Anson Thomas	Peg Biber John Mitchell Jack Lewis	Sears & Ayer AP
LINCOLN 1.........	KFAB	1110	10,000	KFAB Broadcasting Co. Sharp Bldg., Lincoln; Lincoln, 2-3214; Farnum Bldg., Omaha 2; Jackson 3420	CBS	{Fred S. Sidles {Joe W. Seacrest {Joe W. Seacrest {C. Earl Williams	William E. Macdonald Harold E. Roll Mark W. Bullock	Raymer MacGregor Standard AP, UP


"The BIG Farmer of the Central States"
KFAB
NEBRASKA
IA.
MO.
KANSAS
LINCOLN
1110 KC - 10,000 WATTS
OMAHA
BASIC COLUMBIA

Represented by

PAUL H. RAYMER CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

NEBRASKA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LINCOLN 8	KFOR	1240	250	Cornbelt Broadcasting Corp. Stuart Bldg. 2-6965	MBS, Blue	Charles T. Stuart {Melvin E. Drake {Gordon Gray W. E. Edholm	John Cox William S. Oliver Charles Winkler	Petry Standard Associated AP, INS
NORFOLK	WJAG	780 L-WBBM	1,000	Norfolk Daily News 432	....	Gene Huse Art Thomas Harold Kline	.... Frank Weidenbach	Walker MacGregor AP
NORTH PLATTE	KODY	1240	250	Radio Station WOW Inc. 1521 W 12th St. 382	NBC	John J. Gillin Jr. John Alexander Joseph di Natale	Fay Adell Bohlke Jerry Eads Beuford Eaves	Blair Standard MacGregor Lang-Worth AP, UP
OMAHA 2	KBON	1490	250	Inland Broadcasting Co. 2027 Dodge St. Jackson 8282	MBS	J. K. Morrison Paul R. Fry	Marie C. Maher M. K. Doyle Dick Wlna	Rambeau World Lang-Worth AP
OMAHA	KFAB	1110	10,000	**(See Lincoln page 118)**				
OMAHA 2	KOIL	1290	5,000	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	CBS	Charles T. Stuart Gordon Gray W. E. Edholm	Harold Hughes E. W. Malone Charles Winkler	Petry Standard Associated AP, INS
OMAHA 2	KOWH	660	500-D	World Publishing Co. World-Herald Bldg. Atlantic 2228	Blue	H. Doorly B. C. Corrigan	.... Orville E. Weimer	Hollingbery MacGregor Standard UP
OMAHA 2	WOW	590	5,000	Radio Station WOW Inc. Insurance Bldg. Webster 3400	NBC	John J. Gillin Jr. John J. Gillin Jr. Harry Burke	Lyle DeMoss William O. Wiseman William J. Kotera	Blair Standard Thesaurus MacGregor Lang-Worth AP, UP
SCOTTSBLUFF	KGKY	1490	250	Hilliard Co. 1517½ Broadway 856	....	L. L. Hilliard L. L. Hilliard R. M. Stewart	Duke Reid .... Harland Morrison	.... Thesaurus Standard UP

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
LAS VEGAS	KENO	1400	250	Nevada Broadcasting Co Box 1310 1-400	Blue	Maxwell Kelch Maxwell Kelch Paul R. Gang	Peggy Maxwell .... Maxwell Kelch	.... Thesaurus INS
RENO	KOH	630	1,000	McClatchy Bcstg. Co. of Nevada 143 Stevenson St. 5106	....	Eleanor McClatchy Robert L. Stoddard George Carr Jr.	Betty Fitch .... Irvin Carlsen	Raymer MacGregor Thesaurus UP

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
KEENE	WKNE	1290	5,000	WKNE Corp. 17 Dunbar St. 2080	CBS	Harry C. Wilder David Carpenter Richard G. Bath	Robert M. Peebles Ester C. Linder Ernest F. Batchelder	Bannan Headley-Reed World UP
LACONIA	WLNH	1340	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee KBS	Northern Broadcasting Co. Martin B. Avery Martin B. Avery	Sherwin Greenlaw Martin B. Avery Louis C. Steady	Bannan Thesaurus MacGregor AP
MANCHESTER	WFEA	1370	5,000	New Hampshire Bcstg. Co.	NBC New England Yankee	Harry M. Bitner Caleb Paine	W. L. Markle .... Reginald A. B. Schow	Weed Thesaurus UP, AP
MANCHESTER	WMUR	610	5,000-LS 1,000-N	Radio Voice of New Hampshire Inc. 1819 Elm St. 2090	Blue	Francis P. Murphy Hervey C. Carter Hervey C. Carter	Eleanore K. Wolf Paul Silver Vincent Chandler	Foster Spot Sales World AP
PORTSMOUTH	WHEB	750 L-WSB	1,000	WHEB Inc. Box 120 2670	MBS Yankee	Hon. Charles M. Dale Bert Georges Keith Field	Winslow Bettinson Dal Wyant Paul G. Lindsay	Rambeau Bannan Thesaurus World AP, UP

KOIL

SERVING
"THE GATEWAY TO THE WEST"
and ITS TRADE AREA

STABILITY in *Omaha*

489,000
POTENTIAL
LISTENERS

14
PRIMARY
COUNTIES

135,880 OR
91.5% RADIO
HOMES

7,668 STORES
$178,590,000.
RETAIL SALES

34.55% OF
NEBRASKA
RETAIL SALES

1,742 GROCERY
STORES
$71,173,000.
RETAIL SALES

304 DRUG STORES
$13,267,000.
RETAIL SALES

137 GEN. MDSE.
STORES
$37,312,000.
RETAIL SALES

EFFECTIVE
BUYING
INCOME
$664,583,000.

40.61% OF
NEBRASKA
EFFECTIVE
BUYING INCOME

5.51% OF IOWA
EFFECTIVE BUYING
INCOME

26,371
FARMS

5,000 WATTS
FULL TIME

BUILD SALES WITH KOIL

GORDON GRAY, General Manager

Represented Nationally by Edward Petry Co., Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1945)

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ASBURY PARK	WCAP	1310 ST-WCAM, WTNJ	500	Radio Industries Broadcast Co. 4 Boardwalk 1911	....	Walter Reid Jr. Vera N. Scholes	Vera N. Scholes .... V. I. Gordon	Spot Sales AP
ATLANTIC CITY	WBAB	1490	250	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl Monroe L. Mendelsohn Monroe L. Mendelsohn	Ralph Shoemaker .... Earle Godfrey	Headley-Reed World AP
ATLANTIC CITY	WFPG	1450	250	Neptune Broadcasting Corp. Steel Pier 5-2188	Blue	John J. Laux E. E. Kohn E. E. Kohn	Edgar A. Sweet Edgar A. Sweet Blair K. Thron	.... Associated UP
BRIDGETON........	WSNJ	1240	250	Eastern States Bcstg. Corp. Bridgeton 1600	Quaker KBS	Elmer H. Wene Paul K. Alger Paul K. Alger	Lowell C. Ayars .... Francis C. Fekel	Clark UP
CAMDEN...........	WCAM	1310 ST-WCAP, WTNJ	500	City of Camden	....	....	....	.... Standard AP
JERSEY CITY.......	WHOM	1480	1,000-LS	(See WHOM, New York page 128)				
NEWARK 1.........	WAAT	970	1,000	Bremer Broadcasting Corp. 11 Hill St. Mitchell 2-6400	....	Irving R. Rosenhaus Irving R. Rosenhaus	Roland Trenchard Walter Framer Anthony Castellani	Radio Adv. Associated World AP, UP
NEWARK...........	WHBI	1280 ST-WOV	2,500-LS 1,000-N	May Radio Broadcast Corp	....	....	....	....
PATERSON 1.......	WPAT	930	1,000-D	North Jersey Bcstg. Co. Inc. 7 Church St. Armory 4-3400	....	Lt. Comdr James V. Cosman Sidney J. Flamm A. Lewis King	Ted Webbe Bernard Jay Shaw Earl F. Lucas	Wilson Associated UP
TRENTON 8........	WTNJ	1310 ST-WCAM, WCAP	500	WOAX, Inc. 416 Bellevue Ave. 8149	....	F. J. Wolff F. J. Wolff Alfred M. Jordan	Walter Lewis Louis Jerome Edward P. Knowles	.... MacGregor UP
TRENTON 8........	WTTM	920	1,000	Trent Broadcast Corp. 35 W. State St. 2-7127	NBC	Elmer H. Wene Paul Alger F. A. Wellman	Dean Andrews .... Theodore Kilmer	Spot Sales Associated UP
ZAREPHATH........	*WAWZ	1380 ST-WBNX	5,000-LS 1,000-N	Pillar of Fire Zarephath Bound Brook 223	....	Alma White Ray B. White	Norman Fournier .... Nathaniel Wilson	....

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr Chief Engineer	Representati Transc. Libra News Servi
ALBUQUERQUE.....	KGGM	1260	1,000	New Mexico Bcstg. Co. Kimo Bldg. 4545	CBS	A. R. Hebenstreit Bob Bissell Jack R. Skillen	Richard T. Coleman William H. Schember Leonard Dodds	Weed World Standard UP
ALBUQUERQUE	KOB	1030 SA-770	10,000 SA-50,000-LS 25,000-N CP-50,000-U	Albuquerque Broadcasting Co. 418 W. Gold Ave. 4411	NBC	T. M. Pepperday Frank Quinn	.... George S. Johnson	Free & Peters Thesaurus AP, INS
CARLSBAD.........	KAVE	1240	250	Carlsbad Broadcasting Corp. 800 S. Canal St. 244	KBS	Val Lawrence Norman R. Loose	Betty B. Murphy Bette Rogers Carl Cook	Wilson Standard UP
CLOVIS............	KICA	1240	250	Dewitt Landis 301 Main St. 3	MBS KBS	Dewitt Landis R. B. McAlister Grady Maples	.... Ann Clark Vernon Hughes	Spot Sales Associated UP
HOBBS............	KWEW	1490	100	W. E. Whitmore Hardin Hotel 495	KBS	W: E. Whitmore Gertrude Dimpel Gertrude Dimpel	Gertrude Dimpel Norman Hart Roy Evans	.... MacGregor UP
LAS VEGAS.........	KFUN	1230	250	Southwest Broadcasters Inc. Box 710 12	....	E. N. Thwaites E. N. Thwaites	Dorothy G. Thwaites .... A. F. Schultz	Rambeau World MacGregor Standard UP, INS
ROSWELL..........	KGFL	1400	100	KGFL Inc. 310 N. Richardson St. 288	KBS	KGFL Inc. W. E. Whitmore J. A. McBoyle	J. D. Whiteman J. A. McBoyle Melvin Unger	.... MacGregor UP
SANTA FE..........	KVSF	1340	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Ivan R. Head	Philip Bloom .... R. C. Porter	Weed World INS
TUCUMCARI........	KTNM	1400-SH	250	Krasin-Krutzner Bcstg. Co. Tucumcari 192	MBS KBS	{Lester Q. Krasin {Otto A. Krutzner Lester Q. Krasin	.... Lester Q. Krasin	Cox & Tans Standard INS

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libra News Servi
ALBANY 1..........	WABY	1400	250	Adirondack Bcstg. Co. Inc. Radio Centre 4-4194	MBS	Harold E. Smith Harold E. Smith	Carl Mattison Paul G. Dennis James H. Corey	McKinney Standard UP, TP

GOT $945 IN YOUR POCKET?

$945 is a lot of money in anybody's pocket. $945 in 900,000 pockets—well, just try to imagine what that $850,511,000 can buy . . . in terms of grocery store products, cosmetics, drugs, tobacco, and so on.

That's the story of the Albany Trading Area . . . 900,000 people (250,100 families) with 68% more money today than they had in 1938. An increase of nearly $1400 per family. The Albany Trading Area has 18% greater buying power than the national average.

These facts indicate one of the best market stories in the country

AND

WOKO has an equally good story of low-cost coverage and control of the purse strings in the Albany Area. Why not investigate?

WOKO

CBS

SERVING ALBANY ★ TROY ★ SCHENECTADY

RADIO CENTRE, ALBANY, NEW YORK

HAROLD E. SMITH, *GENERAL MANAGER*

National Representatives: **J. P. McKinney & Son**

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NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libr News Servic
ALBANY 1..........	WOKO	1460	1,000-LS 500-N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith	Carl Mattison P. G. Dennis O. A. Sardi	McKinney Standard UP, TP
AUBURN............	WMBO	1340	250	WMBO Inc. Metcalf Bldg. 433	MBS KBS	William O. Dapping Frederick L. Keesee Frederick L. Keesee	Louis Fuhrmann F. L. Keesee Herbert House	Clark Standard AP
BATAVIA...........	WBTA	1490	250	Batavia Broadcasting Corp. 90 Main St. 715	MBS	Joseph M. Ryan Carl R. Switendick Carl R. Switendick	Harriett Taylor Frederick R. MacLaughlin Howard Cochran	Sears & Ayer Thesaurus UP
BINGHAMTON......	WNBF	1290	5,000	Wylie B. Jones Adv. Agency Arlington Hotel 2-3461	CBS	John C. Clark Cecil D. Mastin Cecil D. Mastin	E. Ray McCloskey Cecil D. Mastin Lester H. Gilbert	Blair World UP
BROOKLYN 2.......	*WBBR	1330 ST-WEVD, WHAZ	1,000	Watchtower Bible & Tract Soc. Inc. 124 Columbia Heights Main 4-9735	....	Watchtower Society M. A. Howlett	.... R. F. Leffler	....
BROOKLYN 17......	WBYN	1430	1,000-LS 500-N	WBYN Brooklyn Inc. 1 Nevins St. Triangle 5-3300	....	A. Kronenberg William Norins William Norins	.... Peter Testan	.... Thesaurus AP, INS
BROOKLYN 26......	WLIB	1190 L-WOWO	1,000	(See New York City page 128)				
BUFFALO 2.........	WBEN	930	5,000	WBEN Inc. Hotel Statler Cleveland 6400	NBC	Edward H. Butler C. Robert Thompson Frank Kelly	Woodrow Magnuson .... Ralph J. Kingsley	Petry Thesaurus Lang-Worth Standard AP, UP
BUFFALO 3.........	WBNY	1400	250	Roy L. Albertson 485 Main St. Madison 4000	....	Roy L. Albertson Roy L. Albertson Virginia C. Fyda	Howard C. Schellenberg .... Thomas L. Vines	.... Associated AP, UP, TP
BUFFALO 2.........	WEBR	1340	250	WEBR Inc. 23 North St. Lincoln 7133	MBS	Paul E. Fitzpatrick Cy King Wm. Doerr	Ed Wegman Al Zink Raymond Lamy	Weed Standard Lang-Worth AP, INS
BUFFALO...........	WGR	550	5,000-LS 1,000-N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	Blue	H. W. Deyo I. R. Lounsberry John A. Bacon	Robert Strigl Ross McPherson Karl B. Hoffman	Free & Peters World UP
BUFFALO...........	WKBW	1520	50,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Robert Strigl Ross McPherson Karl B. Hoffman	Free & Peters World UP
ELMIRA.............	WENY	1230	250	Elmira Star Gazette Inc. Mark Twain Hotel 5181	NBC, MBS	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Woodrow W. Ott L. F. Pope Thurlow A. Greene	McKinney World UP
FREEPORT.........	WGBB	1240 ST-WFAS	100	Harry H. Carman 44 S. Grove St. 2418	....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman .... H. H. Carman	.... Thesaurus
GLOVERSVILLE.....	WENT	1340	250	Sacandaga Broadcasting Corp. 8 W. Fulton St. 4900	CBS, MBS	George F. Bissell George F. Bissell Arthur McCracken	.... William Murtough	Clark Lang-Worth AP
ITHACA............	WHCU	870 L-WWL	1,000	Cornell University Savings Bank Bldg. 3438	CBS	Cornell University Michael R. Hanna H. Stilwell Brown	Joseph A. Short Theodore T. Howes True McLean	Wilson World UP
JAMESTOWN......	WJTN	1240	250	James Broadcasting Co. Inc. Hotel Jamestown Bldg. 7-151	Blue	Jay E. Mason Dayton S. Wilkins	Alfred E. Spokes Alfred E. Spokes Harold J. Kratzert	Rambeau Associated MacGregor UP
KINGSTON.........	WKNY	1490	250	Kingston Broadcasting Corp. Broadway Theatre Bldg. 4500	MBS	John J. Laux Lou Steketee George M. Hard	Lou Steketee Claude S. Middagh Francis H. Boisvert	Spot Sales UP
MIDDLETOWN	WALL	1340	250	Community Broadcasting Corp. State Theatre Bldg. 3119	KBS	Elsie & Martin Karig Sr. Martin Karig Jr. Z. E. Van Fleet	John W. Jones Arthur L. Cooper Ernest Warnock	Burn-Smith AP
NEWBURGH........	WGNY	1220	1,000-D	WGNY Broadcasting Co. Inc. 161 Broadway 4-600	....	Merritt C. Speidel Harold W. Cassill Joseph W. Rake	Richard F. Crans H. W. Cassill Marvin Seimes	.... Standard UP
NEW YORK CITY 22	WABC	880	50,000	Columbia Bcstg. System 485 Madison Ave. Wickersham 2-2000	CBS	CBS-William S. Paley Arthur Hull Hayes John H. Field Jr.	G. Richard Swift Jules Dundes Henry Grossman	Radio Sales Lang-Worth Associated AP, UP, INS
NEW YORK CITY 51	WBNX	1380 ST-WAWZ	5,000	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	....	Amory L. Haskell Wm. I. Moore Wm. I. Moore	{Edward Ervin {Frank Johnson .... A. L. Solbrig	Forjoe AP
NEW YORK CITY 20	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC	NBC-Niles Trammell D. L. Provost J. V. McConnell	T. C. McCray Charles B. H. Vaill F. A. Wankel	NBC Spot Standard Thesaurus AP, UP, INS

In Buffalo

WGR

550 K. C.

BUFFALO'S BLUE NETWORK STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

WKBW

1520 K. C.

BUFFALO'S ONLY 50,000 WATT STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representatives: FREE & PETERS, INC.

WHAM

ROCHESTER, NEW YORK

YOUR WESTERN NEW YORK SALESMA

. . . a fifty thousand watt salesman who covers all of this rich territory every broadcast hour of every day.

. . . a visitor who is always welcome in the 741,410 radio homes of this 43 county area.

. . . a salesman who always delivers a glowing call report . . proved by mail response and audience surveys.

. . . a full-time day and evening representative who keeps the door open for your message.

. . . one of the family, whose friendly greeting introduces you to your most worthwhile prospects.

☆

"This is WHAM, the Stromberg-Carlson Station with Studios in the Sheraton Hotel, Rochester, N. Y."

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with

THE NATIONAL BROADCASTING COMPANY

National Sales Representative: George P. Hollingbery Co.

"The Stromberg-Carlson Station"

Control of Two New York Markets

THE guiding influence in WOV's broadcasting day is strict adherence to the belief that it's the program that gets the listener. As a result, two great markets listen to WOV and, in their respective listening hours, combine to give this important station a constant, controlled, around-the-clock selling power. In the daytime, because it brings them the programs they want to hear, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio families. And in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV's "1280 Club" delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., NAT'L REP.

WOV
New York
THE KEY TO TWO MARKETS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW YORK—(Continued)

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NEW YORK CITY 19	WEVD	1330 ST-WBBR, WHAZ	5,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	....	Adolph Held Henry Greenfield Henry Greenfield	George Field .... Charles Brown	.... AP
NEW YORK CITY 19	WHN	1050	50,000	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	....	Herbert L. Pettey Frank Roehrenbeck Bertram Lebhar Jr.	Frank Roehrenbeck Robert F. Anthony Paul Fuelling	Rambeau Bannan AP, UP, Reut
NEW YORK CITY...	WHOM	1480	1,000–LS 500–N	New Jersey Bcstg. Corp. 29 W. 57th St. Plaza 3-4204	....	Gardner Cowles Jr. Craig Lawrence Jack Compter	Charles Baltin Jack Paige Theodore Gempp	Katz AP, UP
NEW YORK CITY 18	WINS	1010	10,000 CP-50,000	Hearst Radio Inc. 28 W. 44th St. Bryant 9-6000	....	Hearst Radio Inc. Willard Schroeder J. Trevor Adams Jr.	Robert W. Hergonson Ann M. Wright Louis J. Levy	Raymer World Standard AP, INS
NEW YORK CITY 20	WJZ	770	50,000	American Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-5700	Blue	Edward J. Noble Chester La Roche Mark Woods John McNeil Robert I. Garver	John Hade Duncan Miller George Milne	Blue Spot Thesaurus AP, UP, INS
NEW YORK CITY...	WLIB	1190 L-WOWO	1,000	WLIB Inc. 846 Flatbush Ave., B'klyn 26 Buckminster 7-5900	....	Dorothy S. Thackrey Elias I. Godofsky Paul Gould Robert M. Scholle	Leonard Carlton .... Arthur Faske	Forjoe World Associated AP, UP
NEW YORK CITY 19	WMCA	570	5,000	WMCA Inc. 1657 Broadway Circle 6-2200	....	Nathan Straus Charles Stark Charles Stark	.... Howard Klarman Frank Marx	Weed AP
NEW YORK CITY 22	WNEW	1130	10,000	Greater New York Bcstg. Corp. 501 Madison Ave. Plaza 3-3300	....	Greater New York Bcstg Corp. Bernice Judis Walter Duncan	Ted Cott Wm. B. McGrath Max Weiner	Blair Standard Lang-Worth Thesaurus AP
NEW YORK CITY 7	*WNYC	830 L-WCCO SA-SH-N	1,000	City of New York Centre & Duane Sts. Worth 2-5600	....	City of New York M. S. Novik	S. N. Siegel (leave) .... John De Prospo	.... AP, INS
NEW YORK CITY 18	WOR	710	50,000	Bamberger Bcstg. Service Inc. 1440 Broadway Pennsylvania 6-8600	MBS	Alfred J. McCosker Theodore C. Streibert Theodore C. Streibert Rufus C. Maddux Eugene Thomas	Julius F. Seebach Jr. Joseph Creamer J. R. Poppele	.... MacGregor World AP, UP, TP
NEW YORK CITY 19	WOV	1280 ST-WHBI	5,000	Wodaam Corp. 730 Fifth Ave. Circle 5-7979	....	Arde Bulova Ralph N. Weil Ralph Nardella	Arnold Hartley Judith Vallen Hillis Holt	Pearson Standard UP
NEW YORK CITY 19	WQXR	1560	10,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	....	New York Times Co. Elliott M. Sanger Hugh Kendall Boice	Eleanor N. Sanger Norman S. McGee Russell D. Valentine	.... World Associated AP
NEW YORK CITY...	WWRL (Woodside)	1600	250	Long Island Broadcasting Corp. 41-30 58th St., Woodside, L. I. Newtown 9-3300	....	William H. Reuman William H. Reuman Edith Dick	Lou Cole Edith Dick Joseph A. Franz	.... AP
NIAGARA FALLS ...	WHLD	1290	1,000–D	Niagara Falls Gazette Pub. Co. Hotel Niagara 8421	....	A. C. Deuel Earl C. Hull Richard G. Robbins	Robert Manning .... Robert J. Wilson	Headley-Reed Associated Standard UP
OGDENSBURG.....	WSLB	1400	250	St. Lawrence Bcstg. Corp. 2315 Knox St. 500	MBS	Joseph R. Brandy Harold J. Frank J. R. Brandy	H. J. Frank. .... Clifford Moore	Walker Thesaurus UP
OLEAN.............	WHDL	1450	250	WHDL Inc. Exchange National Bank Bldg. 4149	Blue	Col. E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Virgil C. Booth Ivers J. Norton Thomas J. Gill	McKinney World
PLATTSBURG......	WMFF	1340	250	Plattsburg Broadcasting Corp. Radio Center 1600	Blue KBS	George F. Bissell George F. Bissell Joel H. Scheier	Betty Swift Joel H. Scheier John E. Vrindten	Clark Standard UP
POUGHKEEPSIE....	WKIP	1450	250	Poughkeepsie Newspapers Inc.	Blue	....	....	.... Thesaurus AP
ROCHESTER 4.....	WHAM	1180	50,000	Stromberg-Carlson Co. Sheraton Hotel Stone 1862	NBC	William A. Fay John H. Lee John W. Kennedy Jr.	Charles Siverson Truman Brizee Kenneth Gardner	Hollingbery World Thesaurus UP
ROCHESTER.......	WHEC	1460	1,000–LS 500–N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Gunnar O. Wiig LeMoine C. Wheeler	William J. Adams .... Bernard C. O'Brien	McKinney Standard Associated AP
ROCHESTER.......	WSAY	1370	1,000	Brown Radio & Service Laboratory	MBS	....	....	.... INS
SARANAC LAKE	WNBZ	1320	100–D	Upstate Broadcasting Corp. 14 Broadway 1320	Blue KBS	John F. Grimes .... Arthur Alvares	A. C. Bagdasarian Robert Lombard H. B. Williams	Clark
SCHENECTADY 5 ..	WGY	810	50,000	General Electric Co. 1 River Rd. 3-2121	NBC	Kolin Hager Kolin Hager Kolin Hager	A. O. Coggeshall Jeanne Weller W. J. Purcell	NBC Spot Thesaurus Standard AP, UP
SCHENECTADY 7...	WSNY	1240	250	Western Gateway Bcstg. Corp. 619 State St. 3-3622	....	Winslow P. Leighton George R. Nelson George R. Nelson	Edward F. Flynn .... Irving Beck	Wood Standard Lang-Worth AP

WQXR

The High Fidelity Station

WQXR

10,000 WATTS · NIGHT AND DAY

★

WQXQ

NEW YORK'S FIRST F. M. STATION

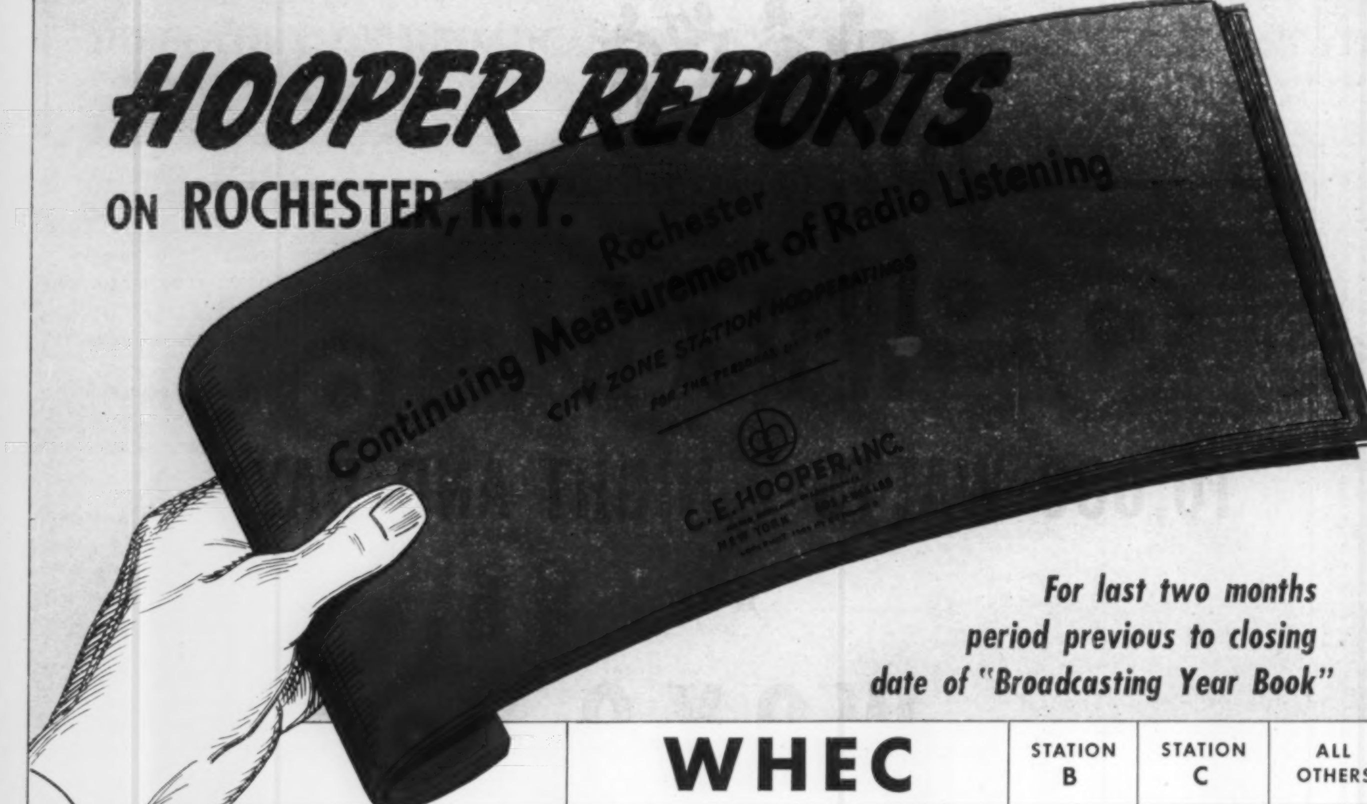
★

THE RADIO STATIONS OF
The New York Times

★

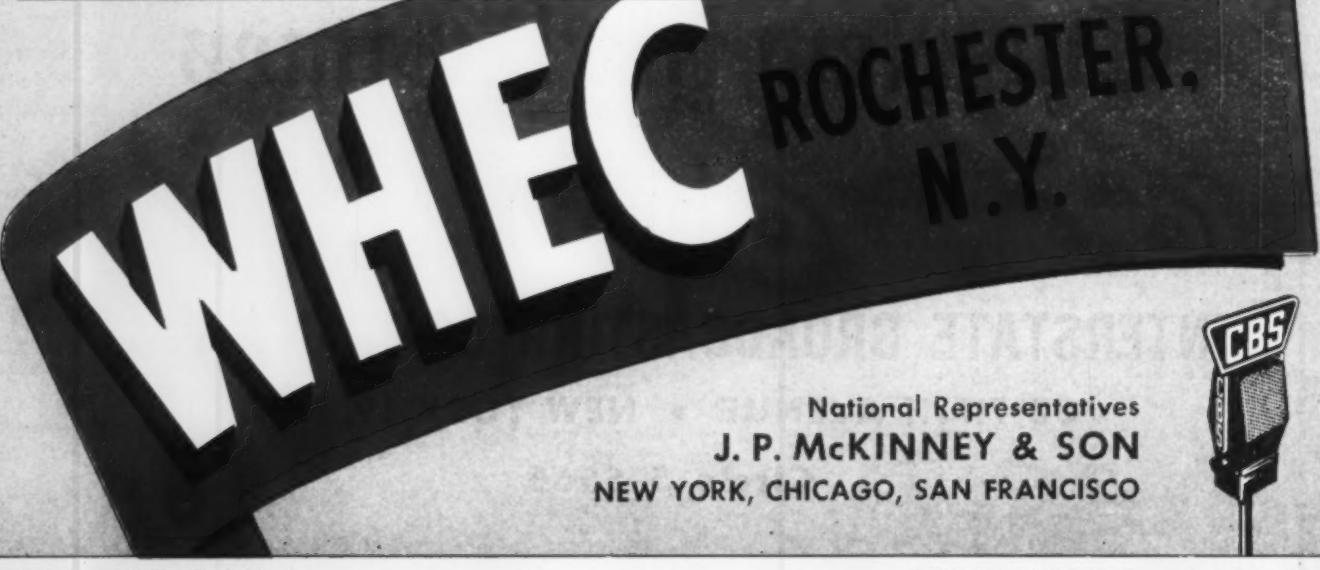
INTERSTATE BROADCASTING COMPANY, Inc.
730 FIFTH AVENUE • NEW YORK 19, N. Y.
Circle 5-5566

HOOPER REPORTS
ON ROCHESTER, N.Y.


Rochester
Continuing Measurement of Radio Listening
CITY ZONE STATION HOOPERATINGS
C. E. HOOPER, INC.
NEW YORK

For last two months period previous to closing date of "Broadcasting Year Book"

	WHEC		STATION B	STATION C	ALL OTHERS
MORNING INDEX 8:00—12:00 A. M. Monday through Friday		**45.6**	26.7	20.8	6.9
AFTERNOON INDEX 12:00—6:00 P. M. Monday through Friday		**45.5**	30.5	19.8	4.2
EVENING INDEX 6:00—10:00 P. M. Sunday through Saturday		**42.8**	38.0	16.3	2.9


WHEC
ROCHESTER, N.Y.

National Representatives
J. P. McKINNEY & SON
NEW YORK, CHICAGO, SAN FRANCISCO

CBS

EAST
CRAIG
SHAW
KITCHELL

SALES FOR A SONG!!!

Sales for a song? You bet!—because you can participate as a sponsor on one of these programs at a cost that is unbelievably low for the job done.

Think of reaching the big and appreciative audience these personalities have built up among the great new WJZ radio family . . . now totalling more than 18,000,000 people within range of WJZ's louder, clearer signal! And think of the favorable impression on your own dealers, on jobbers and brokers—for they *know* that these programs *move goods* in the world's richest market! Here's *why* they know it . . .

BREAKFAST IN BEDLAM—Ed East's early-morning show recently proved its sales ability when one 50-word announcement for razor-blades brought returns 49% higher than a similar announcement a couple of years back, despite the fact that today hundreds of thousands of shaving-age men in this area are away in the armed forces. Monday through Saturday.

WOMAN OF TOMORROW—Nancy Craig's after-breakfast show has frequently pulled more than 40,000 letters a month! One participant in Nancy's program received 13,000 requests for a booklet after a few announcements! Monday through Friday.

WOMAN'S EXCHANGE—Alma Kitchell's after-lunch program recently *doubled* the number of contest entrants for a sponsor who ran the same contest on another major New York station last year! Monday through Friday.

HOUSEWIVES PROTECTIVE LEAGUE and **SUNRISE SALUTE**—Galen Drake's double-barreled package of selling. The show *Billboard Magazine* calls *one of the greatest theories of product selling in radio!* 6 A. M. and 1:45 P. M., Monday through Friday.

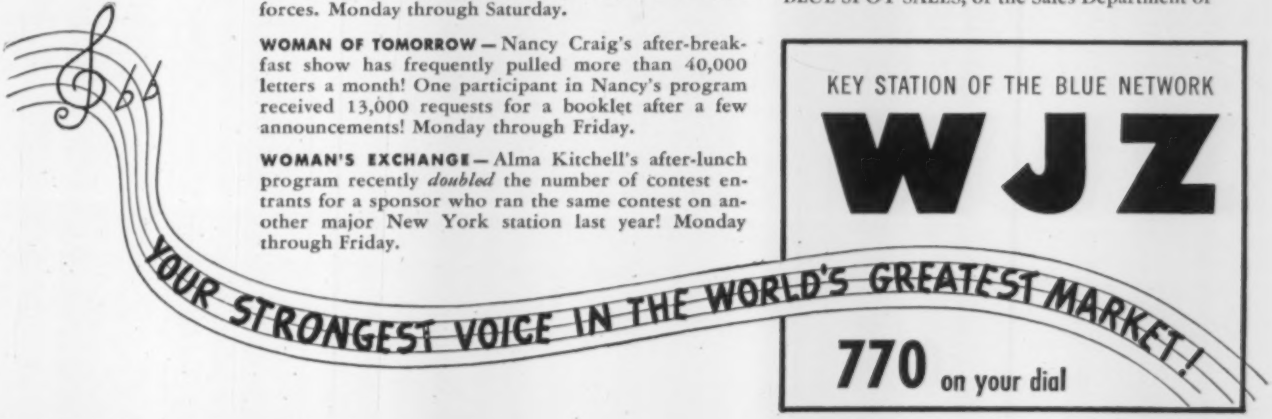
STAN SHAW'S SHOW—*The Voice With a Record*—and what a record! Stan ran a 30-day try-out job into a seven-year record of sales! Now on WJZ, Saturday mornings only.

For Details on Your Own Participation, Contact BLUE SPOT SALES, or the Sales Department of

KEY STATION OF THE BLUE NETWORK

WJZ

770 on your dial


YOUR STRONGEST VOICE IN THE WORLD'S GREATEST MARKET!

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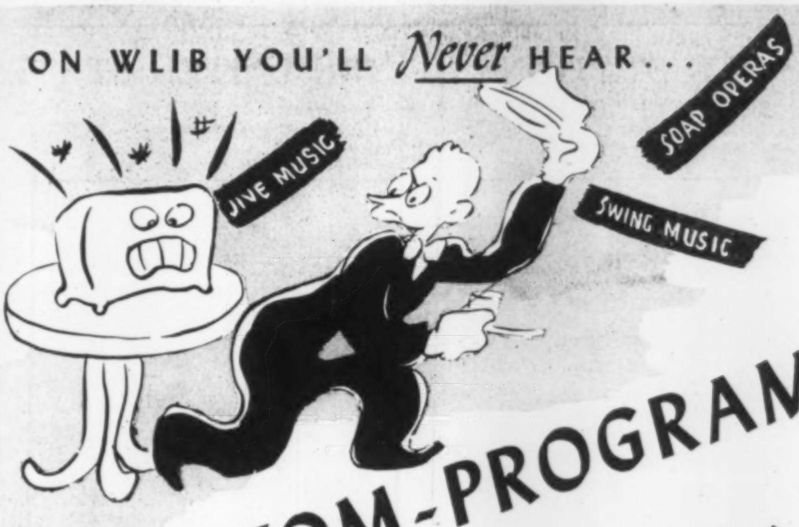
SYRACUSE.........	WAGE	620	1,000	WAGE, Inc. Loew Theatre Bldg. 2-0277	Blue	Frank G. Revoir William T. Lane Aaron Beckwith	Alfred Dinsdale Aaron Beckwith Charles W. Brannen	Petry Standard AP
SYRACUSE 2.......	WFBL	1390	5,000	Onondaga Radio Bcstg. Corp. 433 S. Warren St. 2-1147	CBS	Samuel H. Cook Samuel Woodworth Chas. F. Phillips	Chas. F. Phillips Robert G. Soule Alfred R. Marcy	Free & Peter World INS
SYRACUSE.........	WOLF	1490	250	Civic Broadcasting Corp. Chimes Bldg. 2-7211	MBS	T. S. Marshall T. S. Marshall T. S. Marshall	Hamilton Woodle T. S. Marshall David F. Foote	Walker Standard AP
SYRACUSE 2.......	WSYR	570	5,000	Central New York Bcstg. Corp. 224 Harrison St. 3-7111	NBC	Col. Harry C. Wilder Col. Harry C. Wilder William R. Alford Jr.	William V. Rothrum E. R. Vadeboncoeur Armand G. Belle Isle	Raymer Standard Lang-Worth Associated UP
TROY...............	WHAZ	1330 ST-WBBR, WEVD	1,000	Rensselaer Polytechnic Institute	....	....	....	....
TROY...............	WTRY	980	1,000	Troy Broadcasting Co. 92 Fourth St. 2100	Blue	Col. Harry C. Wilder William A. Riple	E. W. Rossell G. Edward Walker Waldo Whitman	Raymer World Standard Lang-Worth UP
UTICA 2............	WIBX	1230	250	WIBX Inc. First National Bank Bldg. 2-2101	CBS	Mrs. Scott Howe Bowen	Elliott Stewart Nathan W. Cook John T. Dowdell	Wood Bannan Reiter Biddick World UP, INS
WATERTOWN......	WATN	1240	250	Watertown Broadcasting Corp. Woolworth Bldg. 975	MBS	G. H. Righter G. H. Righter	Theodore W. Austin	.... Standard AP
WATERTOWN......	WWNY	790	1,000	Brockway Co. Hotel Woodruff 4-120	CBS	Harold B. Johnson Thomas E. Martin Louis Saiff Jr.	James W. Higgins Thomas R. McHugh Maynard B. Davis	Weed World UP
WHITE PLAINS.....	WFAS	1230	250	Westchester Broadcasting Corp. Roger Smith Hotel 6400	KBS	J. Noel Macy Frank A. Seitz Harold A. Levy	Randall Kaler .... Frank A. Seitz	Headley-Reed Associated World AP

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative Transc. Librar News Service
ASHEVILLE.........	WISE	1230	250	WISE Inc. 98 College St. 1213	NBC, MBS Daniel Boone	Harold Thoms Harold Thoms Ken Beachboard	Floye Bowers Hix Thode Madeline Hollerith	Cummings Burn-Smith Standard INS
ASHEVILLE.........	WWNC	570	1,000	Asheville Citizen-Times Co. Citizen-Times Bldg. 5500	CBS	Chas. A. Webb Don S. Elias Don S. Elias James A. Hagan	Lee Chadwick .... Cecil B. Hoskins	Katz Associated AP, UP
BURLINGTON	WBBB	920	1,000–D	Alamance Bcstg. Co. Inc. 310½ S. Main St. 2730	MBS Tobacco KBS	Alamance Bcstg. Co. Inc. E. Z. "Easy" Jones Roy Springer	Earl Caton Roy Springer Berry Tysor	.... Lang-Worth Standard AP, UP
CHARLOTTE 2......	WAYS	610	1,000	Inter-City Advertising Co. 120 E. Third St. 3-7173	MBS, Blue	George W. Dowdy Walter H. Goan	W. H. Porcher Jr. .... J. C. Price	Weed Standard AP, INS
CHARLOTTE 2......	WBT	1110	50,000	Columbia Bcstg. System Inc. Wilder Bldg. 3-8833	CBS	CBS-A. D. Willard Jr. A. D. Willard Jr. Royal Penny	Chas. H. Crutchfield Wm. F. Carley M. J. Minor	Radio Sales Lang-Worth AP, UP
CHARLOTTE 1......	WSOC	1240	250	WSOC Inc. 1925 N. Tryon St. 7138	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Ronald G. Jenkins .... L. L. Caudle Jr.	Headley-Reed Standard Thesaurus AP
CONCORD..........	WEGO	1410	1,000–D	Wayne M. Nelson Concord 2271	KBS	Wayne M. Nelson Wayne M. Nelson	.... Wayne M. Nelson	Clarke Standard UP, AP
DURHAM...........	WDNC	1490	250	Durham Radio Corp. 138½ E. Chapel Hill St. R-155	CBS	C. C. Council J. Frank Jarman J. Frank Jarman	Henry Curth J. Frank Jarman Walter S. Hill	Wilson Standard AP, UP
ELIZABETH CITY...	WCNC	1400	250	Albemarle Broadcasting Co.	MBS	....	....	.... UP
FAYETTEVILLE.....	WFNC	1450	250	Cape Fear Broadcasting Co. 114 Anderson St. 4848	MBS Tobacco	Cape Fear Bcstg Co. W. C. Ewing Paul Moyle	Ray Woodard Paul Moyle	Walker Lang-Worth UP
GASTONIA..........	WGNC	1450	250	F. C. Todd National Bank of Commerce Bldg. 732	Blue KBS	F. C. Todd Pat McSwain F. C. Abernethy	Earl Holder Pat McSwain W. C. Groves Jr.	Cox & Tanz MacGregor

ON WLIB YOU'LL *Never* HEAR...


JIVE MUSIC
SOAP OPERAS
SWING MUSIC

CUSTOM-PROGRAMMED to the Cream of the New York Market!

▶ **WLIB** carries your advertising message into the homes of New York's solid middle income families.

▶ **WLIB's** civilized programs avoid irritating its listeners with what they *don't* want. Gives them plenty of what they *do* want: "The Popular Classics with a Blend of the Modern" . . . a winning combination, not consistently duplicated by any other New York station.

▶ **RESULTS:** 66% of WLIB's listeners are over 30 years of age. ("Pulse of New York")* . . . 69% of WLIB's listeners are middle incomed. ("Pulse of New York")* . . . 61% of WLIB's listeners do not tune in on any other station 15 minutes before or after listening to WLIB ("Pulse of New York")* . . . WLIB gained 20% greater share of total audience (Jan. 1944 to Oct. 1944).†

* "Pulse of New York" † Hooperatings

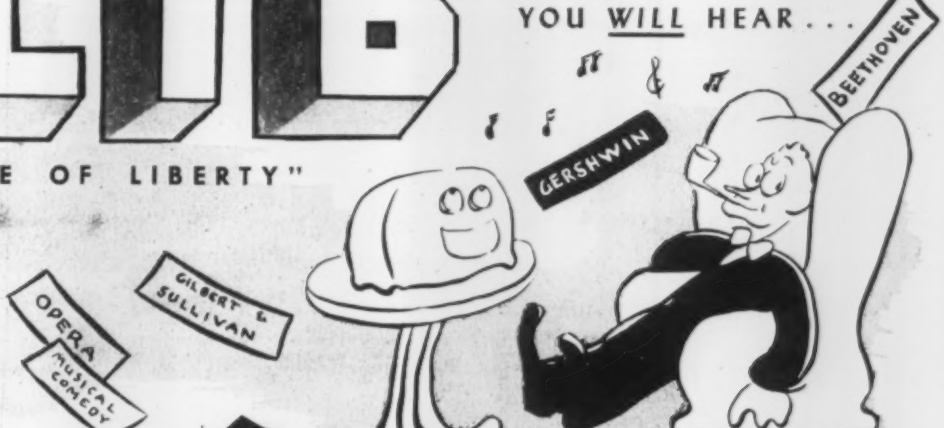
NEW YORK'S

WLIB

"THE VOICE OF LIBERTY"

WLIB Delivers Your Advertising Message Where It Will Do YOU The Most Good!

ON WLIB
YOU WILL HEAR . . .


BEETHOVEN
GERSHWIN
GILBERT & SULLIVAN
OPERA
MUSICAL COMEDY
FRIML
FOSTER

1190

ON YOUR DIAL
CLEAR CHANNEL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

NORTH CAROLINA—(Continued)

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GOLDSBORO.......	WGBR	1400	250	Eastern Carolina Bcstg. Co. Inc. P. O. Box 1024 1550	MBS Tobacco	A. T. Hawkins Harry G. Bright L. B. Nelson	John Gay Britt Harry G. Bright Daniel B. Trueblood	Walker Standard World AP, UP
GREENSBORO......	WBIG	1470	5,000	North Carolina Bcstg. Co. Inc. Box 1807 6125	CBS	Maj. Edney Ridge Maj. Edney Ridge Gilbert M. Hutchison	Wally Williams Madge Banks Earl Allison	Hollingbery World MacGregor Thesaurus AP
GREENSBORO......	WGBG	980	1,000-D	Greensboro Bcstg. Co. Inc. Ashe Street Extension 3-3631	Blue	Ralph M. Lambeth Ralph M. Lambeth J. R. Marlowe L. O. Hutchins	Stan Conrad J. R. Marlowe J. H. Warlick	Burn-Smith Lang-Worth UP
GREENVILLE.......	WGTC	1490	250	Greenville Broadcasting Co. Falkland Highway 3182	MBS Tobacco	J. J. White Margaret J. Laughinghouse Carl McKinney	M. J. Laughinghouse M. J. Laughinghouse Hank Tribley	.... World UP
HENDERSON.......	WHNC (Construction permit)	890	250-D	Henderson Radio Corp.	....	S. S. Stevenson Nathan Frank	....	....
HICKORY...........	WHKY	1290	5,000-LS 1,000-N	Catawba Valley Bcstg. Co. Inc. Radio Bldg. 1195	Blue	Carl V. Cline Edmund S. Long Frank Haithcox Sr.	W. M. Bennett .... Edmund S. Long	Wilson World UP
HIGH POINT.......	WMFR	1230	250	Radio Station WMFR Inc. 156½ S. Main St. 4593	Blue KBS	James E. Lambeth H. M. Lambeth Pat Taylor	Gary Davis Pat Taylor R. P. Boyd	Burn-Smith UP
KINSTON...........	WFTC	1230	250	Jonas Weiland 210 E. King St. 4111	Blue	Jonas Weiland Jonas Weiland Lester L. Gould	Harvey R. Evans Harvey R. Evans David Hardison	Burn-Smith AP
NEW BERN.........	WHIT	1450	250	Coastal Broadcasting Co. Inc. U. S. Highway No. 17, S. 1450	MBS Tobacco	Louis N. Howard Louis N. Howard Louis N. Howard	Ed W. Burwell Paul Parker W. Glenn Neuville	.... Thesaurus Lang-Worth UP
RALEIGH...........	WPTF	680	50,000	WPTF Radio Co. Insurance Bldg. 8311	NBC	J. R. Weatherspoon Richard H. Mason Ollie L. Carpenter	Garret W. Morrison .... Henry Hulick Jr.	Free & Peters World Thesaurus AP, UP
RALEIGH...........	WRAL	1240	250	Capitol Broadcasting Co. 130 S. Salisbury St. 6411	MBS Tobacco	A. J. Fletcher Fred Fletcher C. D. Moore	Ray Reeve Steve Woodson Stanley Brown	Weed Lang-Worth AP
ROANOKE RAPIDS..	WCBT	1230	250	Radio Station WCBT Inc. 251 Roanoke Ave. 855-1	MBS KBS	S. E. Crew S. E. Crew Nathan Frank	Mamie Nash Nathan Frank C. W. Mears	Burn-Smith MacGregor World UP
ROCKY MOUNT....	WEED	1450	250	W. Avera Wynne Box 391 1420	Blue	W. A. Wynne W. A. Wynne Ray Bandy	Eunice Snipes .... W. W. Primm	.... World AP, UP
SALISBURY.........	WSTP	1490	250	Piedmont Broadcasting Corp.	MBS	....	....	.... AP
WASHINGTON......	WRRF	930	1,000-D	Tar Heel Broadcasting System Inc. Bank of Washington Bldg. 403	Blue	W. R. Roberson Sr. W. R. Roberson Jr. W. R. Roberson Jr.	Mary Miller W. R. Roberson Jr. George P. Martin	Forjoe Burn-Smith Standard AP
WILMINGTON......	WMFD	1400	250	Richard Austin Dunlea P. O. Box 696 4840	Blue	R. A. Dunlea .... Claud O'Shields	Harry W. Lee Mrs. A. W. Rogers Edward I. Herring Jr.	Burn-Smith UP
WILSON...........	WGTM	1340	250	Penn T. Watson Wilson 2188	MBS Tobacco	Penn T. Watson Allen E. Wannamaker Robert Brunson	Clinton Faris Allen Wannamaker Warre Wooten	Burn-Smith World UP
WINSTON-SALEM 3.	WAIR	1340	250	WAIR Broadcasting Co. Pepper Bldg. 2-1133	Blue, MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Lee King	Walker World AP
WINSTON-SALEM 1	WSJS	600	5,000	Piedmont Publishing Co. 419 N. Spruce St. 4141	NBC	Gordon Gray Harold Essex Harry B. Shaw	Clay B. Daniel Harold Essex Philip F. Hedrick	Headley-Reed Associated Lang-Worth UP

NORTH DAKOTA

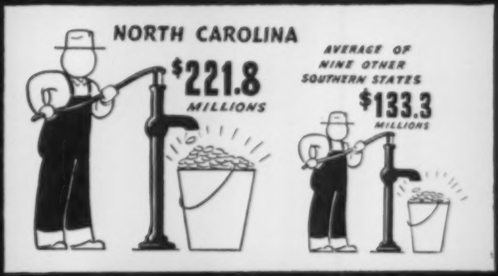
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Librar News Servic
BISMARCK.........	KFYR	550	5,000	Meyer Broadcasting Co. 320 Broadway 468	NBC Northwest	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Cal Culver Cal Culver Ivar Nelson	.... Thesaurus Standard UP
DEVILS LAKE......	KDLR	1240	250	KDLR Inc. 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	James Travis .... Richard Moritz	.... MacGregor World UP
FARGO.............	WDAY	970	5,000	WDAY Inc. Black Bldg. 5357	NBC Northwest	Earl C. Reineke Barney J. Lavin (leave) Tom Barnes	Ken Kennedy Mildred Gregerson Julius Hetland (leave)	Free & Peters Thesaurus AP, UP

NORTH CAROLINA

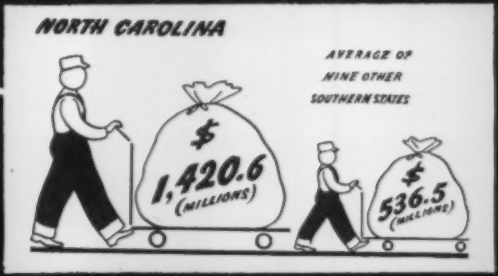
IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE



IN INDUSTRY



WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS!
AT 680 KC!
N. B. C.!

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
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NORTH DAKOTA—(Continued)

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GRAND FORKS.....	*KFJM	1440 SH-KILO	1,000–LS 500–N	University of North Dakota University Station 2800	....	Univ. of North Dakota Donald J. Robertson J. W. Wilkerson	Fay Lufkin .... Arnold Petrich	....
GRAND FORKS.....	KILO	1440 SH-KFJM	1,000–LS 500–N	Dalton Le Masurier First National Bank Bldg. 1200	CBS	Dalton Le Masurier Dalton Le Masurier Elmer Hanson	.... Arnold Petrich	Headley-Reed MacGregor Lang-Worth UP
JAMESTOWN.......	KSJB	600	250–LS 100–N	Jamestown Broadcasting Co. Inc. Midland Bldg. 100	CBS, MBS No. Central	L. J. McNeil Lloyd R. Amoo Lloyd R. Amoo	Florence Putnam Betty Henry Lloyd R. Amoo	No. Central MacGregor UP, AP
MANDAN...........	KGCU	1270	250	Mandan Radio Assoc. Inc. 205 1st St. N. W. 631	MBS No. Central	W. S. Russell M. J. Reichert	.... LeRoy Gunderson	.... Lang-Worth
MINOT.............	KLPM	1390	1,000	Minot Broadcasting Co. Fair Block 1267	MBS No. Central	John B. Cooley C. W. Baker E. H. Cooley	Jack Helling E. H. Cooley C. W. Baker	Walker World UP
VALLEY CITY.......	KOVC	1490	250	KOVC Inc. 312 Fifth Ave. 408	MBS No. Central	Robert E. Ingstad Robert E. Ingstad Robert E. Ingstad	George L. Brooks .... Charles J. Sjostrom	.... UP

OHIO

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AKRON 9...........	WADC	1350	5,000	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	H. L. Hageman Bob Wilson Lawrence Hennigan	Hollingbery MacGregor Standard UP
AKRON 8...........	WAKR	1590	5,000	Summit Radio Corp. First Central Tower Hemlock 6151	Blue	S. Bernard Berk S. Bernard Berk Kenneth M. Keegan	Stanley N. Schultz V. G. Berk George Paul	Weed Associated Standard Thesaurus AP, UP
AKRON 8...........	WHKK	640 L-KFI	1,000	United Broadcasting Co. 51 W. State St. Blackstone 7101	....	Sterling Graham Russell W. Richmond John A. Harrington	Louis Heinrich .... James S. Hill	Radio Adv. Lang-Worth World AP
ASHTABULA........	WICA	970	1,000–D	WICA Inc. 221 Center St. 1211	....	C. A. Rowley Robert B. Rowley Donald Fasset	Walter Walrath Alfred B. Newkirk Homer Johnson	Walker Thesaurus World UP
CANTON...........	WHBC	1480	1,000	Ohio Broadcasting Co. 550 Market Ave. S. 7166	MBS	Louis H. Brush Felix Hinkle Robert Fehlman	J. Leonard Taylor Robert Fehlman Kenneth L. Sliker	Burn-Smith World AP, UP
CINCINNATI 1......	WCKY	1530	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson Fred A. Palmer George H. Moore	Robert M. Fleming Wells Bruen C. H. Topmiller	Free & Peters Standard Lang-Worth AP, UP
CINCINNATI 2......	WCPO	1230	250	Scripps-Howard Radio Inc. Carew Tower Main 3314	....	Scripps-Howard Radio Inc. M. C. Watters	Fred P. Pfahler Jr. .... Roger H. Wetz	Branham Associated MacGregor Lang-Worth Standard UP
CINCINNATI 6......	WKRC	550	5,000–LS 1,000–N	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	MBS	Hulbert Taft Sr. Herman Fast Jake Latham	Joel W. Stovall Nelson King George Wilson	Katz Standard Lang-Worth AP, UP
CINCINNATI 2......	WLW	700	50,000	The Crosley Corp. Crosley Square Cherry 1822	NBC	Powel Crosley Jr. James D. Shouse R. E. Dunville Harry Mason Smith	Howard Chamberlain Marshall Terry R. J. Rockwell	WLW World AP, UP, INS, Reuters
CINCINNATI 2......	WSAI	1360	5,000	Marshall Field 140 W. 9th St. Cherry 1822	Blue	Marshall Field Walter A. Callahan W. R. Christian	James Leonard	Raymer World Thesaurus AP, UP, INS
CLEVELAND 1......	WGAR	1220	5,000	WGAR Broadcasting Co. Statler Hotel Prospect 0200	CBS	George A. Richards John F. Patt Harry Camp	David Baylor Clyde Vortman R. Morris Pierce	Petry Lang-Worth World UP
CLEVELAND 13.....	WHK	1420	5,000	United Broadcasting Co. Terminal Tower Prospect 5800	MBS	Sterling Graham K. K. Hackathorn J. B. Maurer	C. M. Hunter Sue Cornelius Ralph DeLany	Raymer Lang-Worth Associated AP
CLEVELAND 15.....	WJW	850	5,000	WJW Inc. 1375 Euclid Avenue Superior 0101	Blue	Wm. M. O'Neil Wm. M. O'Neil H. W. Waddell	Edward N. Palen A. Ben Stiller Gerald G. Roberts	Headley-Reed Standard UP
CLEVELAND 14.....	WTAM	1100	50,000	National Broadcasting Co. Inc. 815 Superior Ave., N.E. Cherry 0942	NBC	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC Spot Thesaurus Standard AP, UP

WAKR

TOWERS OVER AKRON

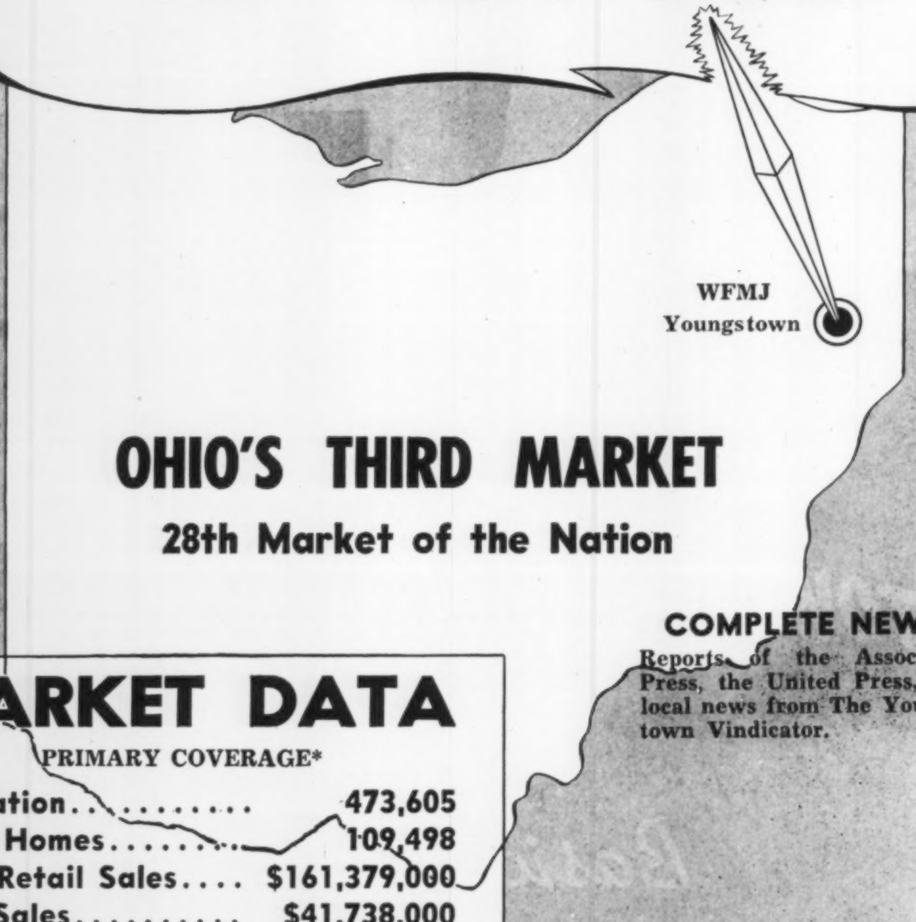
Basic Blue Network

5000 WATTS ★ DAY & NIGHT

WEED & CO.

National Representatives

For Youngstown, Ohio Coverage
it's WFMJ



OHIO'S THIRD MARKET

28th Market of the Nation

COMPLETE NEWS

Reports of the Associated Press, the United Press, and local news from The Youngstown Vindicator.

MARKET DATA

PRIMARY COVERAGE*

Population	**473,605**
Radio Homes	**109,498**
Total Retail Sales	**$161,379,000**
Food Sales	**$41,738,000**
General Mdse. Sales	**$22,086,000**
Apparel Stores	**$12,315,000**
Drug Stores	**$4,517,000**

*These are 1940 Census figures. All would be much higher now.

Write for the New WFMJ Brochure

Hooper Station Listening Index—Oct.-Nov., 1944

	WFMJ	A	B	C	D	All Others
Morn. Index Mon.-Fri. 8 a. m.-12 m	52.2	17.8	13.6	7.9	4.0	4.5
12 m.-6 p. m Afternoon	31.6	18.4	20.4	21.2	4.5	3.9
Evening Sun.-Sat. 6-10 p. m.	26.6	37.9		29.2	3.9	2.4

WFMJ

Blue Network for Ohio's Third Market

Ask HEADLEY-REED, *National Representatives*
MEMBER N. A. B.—O. A. B. SUBSCRIBER TO C. E. HOOPER, INC.

ON OUT WEST
Lake Erie
GEAUGA
CLEVELAND
TRUMB
MEDINA
PORTAGE
SUMMIT
OHIO
STARK
COL
ASHLAND
HOLMES

. . . billionarea!

Where thousands go "to see"—millions LISTEN free!

And they bring along a BILLION DOLLARS* spending money!

Basic Blue **WJW** Cleveland

850

Population: two million.
Radio homes: a half million.
*Retail sales: a billion.

This is a billion dollars talking. You can't "talk back" to a billion—but you can talk TO it!

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO—(Continued)

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COLUMBUS	WBNS	1460	5,000-LS 1,000-N	WBNS Inc. 33 N. High St. Adams 9265	CBS	Richard S. Wolfe Edgar T. Wolfe W. I. Orr	Jerome R. Reeves Jim Yerian Lester H. Nafzger	Blair Standard AP
COLUMBUS 15	WCOL	1230	250	The Pixleys 33 N. High St. Main 4581	Blue	L. A. Pixley Jack Kelly Jack Kelly	Howard Donahoe James Renick J. E. Lowe	Weed Lang-Worth World AP, INS
COLUMBUS 15	WHKC	610	1,000	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS	Cleveland Plain Dealer Carl M. Everson Harry H. Hoessly	John B. Moses H. H. Hoessly J. E. Anderson	Radio Adv. Lang-Worth UP
COLUMBUS 10	*WOSU	820 L-LS, Dallas	5,000	Ohio State University University Campus University 3148	....	Howard L. Bevis Robert C. Higgy	William H. Ewing .... Robert C. Higgy	.... UP
DAYTON 1	WHIO	1290	5,000	Miami Valley Bcstg. Corp. 45 S. Ludlow St. Adams 2261	CBS	James M. Cox Robert H. Moody Arthur H. Tomsett	Lester G. Spencer Garland V. Baldwin Ernest L. Adams	Hollingbery World Standard AP, UP, INS Reuters
DAYTON 2	WING	1410	5,000	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	Blue	Charles Sawyer J. P. Williams Harold Higgins	Lin Mason Ima E. Wing Stanley Beck	Weed MacGregor Thesaurus AP
FINDLAY	WFIN	1330	1,000-D	Findlay Radio Co. 500½ S. Main St. 1330	KBS	Fred R. Hover Fred R. Hover Kent L. Jeffrey	Millicent Mertz .... Edgar C. Smith	.... Standard Lang-Worth INS
HAMILTON	WMOH	1450	250	Fort Hamilton Bcstg Co. 2nd National Bank Bldg. 4664	....	Herbert G. Pabst Don Ioset Joseph True	Sam Sague Joseph True Andrew Bruck	.... Thesaurus MacGregor
LIMA	WLOK	1240	250	Fort Industry Co. National Bank Bldg. 9-3161	NBC	Lt. Comdr. George B. Storer Ralph G. Elvin R. G. Elvin	Edgar C. Ulrick R. G. Elvin Richard Gartner	Headley-Reed Lang-Worth Standard AP
MANSFIELD	WMAN	1400	250	Richland Inc. 144½ Park Ave. W. 4235	Blue	Monroe F. Rubin J. Marion O'Hara J. M. O'Hara	Robert Christopher J. M. O'Hara William Morrison	.... Standard UP
MARION	WMRN	1490	250	Marion Broadcasting Co. WMRN Bldg. 3226	Blue KBS	Robert T. Mason Robert T. Mason George A. Speese	Madge L. Cooper Tom Beebe S. Robert Morrison	.... MacGregor Standard Thesaurus UP
PORTSMOUTH	WPAY	1400	250	Scioto Broadcasting Co. 1009 Gallia St. 1010	MBS	Louis H. Brush Paul Wagner Paul Wagner	Patricia Hooley Patricia Hooley M. L. Myers	.... Lang Worth AP, UP
SPRINGFIELD	WIZE	1340	250	Radio Voice of Springfield Inc. 117 W. High St. 4955	Blue	Charles Sawyer Adna Karns Adna Karns	Arthur Martin James Newman Victor Bushong	Weed MacGregor Thesaurus AP, UP
STEUBENVILLE	WSTV	1340	250	Valley Broadcasting Co. Exchange Realty Bldg. 2-6265	MBS	Valley Broadcasting Co. John J. Laux John J. Laux	John L. Merdian John L. Merdian Joseph M. Troesch	Spot Sales Standard UP
TOLEDO 4	WSPD	1370	5,000	Fort Industry Co. Broadcast Bldg. Adams 3175	NBC	Lt. Comdr. George B. Storer E. Y. Flanigan	Robert B. Evans Westford F. Shannon Frank M. Hilbert	Katz Lang-Worth Thesaurus AP, INS
TOLEDO 2	WTOL	1230	250	Community Broadcasting Co. Bell Bldg. Adams 3291	Blue	Frazier Reams Arch Shawd Gard Wallace	Russell Perry Betty Hartman John Sheehan	.... Standard Associated UP
WARREN	WRRN	1400	250	Perry H. Stevens & Frank T. Nied Second National Bldg. 4490	MBS	{Perry H. Stevens {Frank T. Nied Emerson J. Pryor Frank B. Cannon	David C. Hale Emerson J. Pryor Charles J. Hurton	Burn-Smith AP
YOUNGSTOWN 3	WFMJ	1450	250	WFMJ Broadcasting Co. 101 W. Boardman St. 3-4121	Blue	William F. Maag Jr. William F. Maag Jr. Phil Wood	Robert B. Mackall .... Frank A. Dieringer	Headley-Reed Standard Lang Worth AP, UP
YOUNGSTOWN 3	WKBN	570	5,000	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	Warren P. Williamson Jr. J. L. Bowden J. L. Bowden	Gene Trace Foster Harmon	Raymer World MacGregor Lang-Worth UP
ZANESVILLE	WHIZ	1240	250	Southeastern Ohio Broadcasters Inc. N. Fifth St. 6000	NBC	Lt. Comdr. George Storer Allen L. Haid Robert Kerns	Ivan Harnew .... Wm. Hunt	Blair Standard AP

ONE WKBN TRANSMITTER — — — REACHES MILLIONS

On Respect and Confidence:

One of the great industrial regions of America is given *complete* coverage, day and night by WKBN. In this rich area, embracing a population in the millions, WKBN has earned a position of respect and confidence Listeners may tune to the station knowing they will receive the finest in entertainment and the latest concise news.

WKBN is a habit. Those who entrust us with the highly important job of *selling* find that their products become habits, too, and enjoy the same respect and confidence as that accorded the *one complete coverage* station in the region—WKBN.

It doesn't *cost* to use the facilities of WKBN, it *pays*—and pays big dividends. Ask those who have already learned this valuable fact.

Look at your map of Ohio and Pennsylvania. Establish a 50-mile radius around Youngstown—the primary coverage of WKBN. Establish approximately a 100-mile radius—the secondary coverage. Note the population concentration within these areas and *remember* that respect and confidence which has been steadily and conscientiously developed over the past sixteen years of broadcasting. That will show you why this powerful 5000 Watt CBS outlet with its potent influence is a *must* for *complete coverage.*

REPRESENTED BY: PAUL H. RAYMER CO.

CBS

5000 WATTS 570 KC

WKBN

YOUNGSTOWN, OHIO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

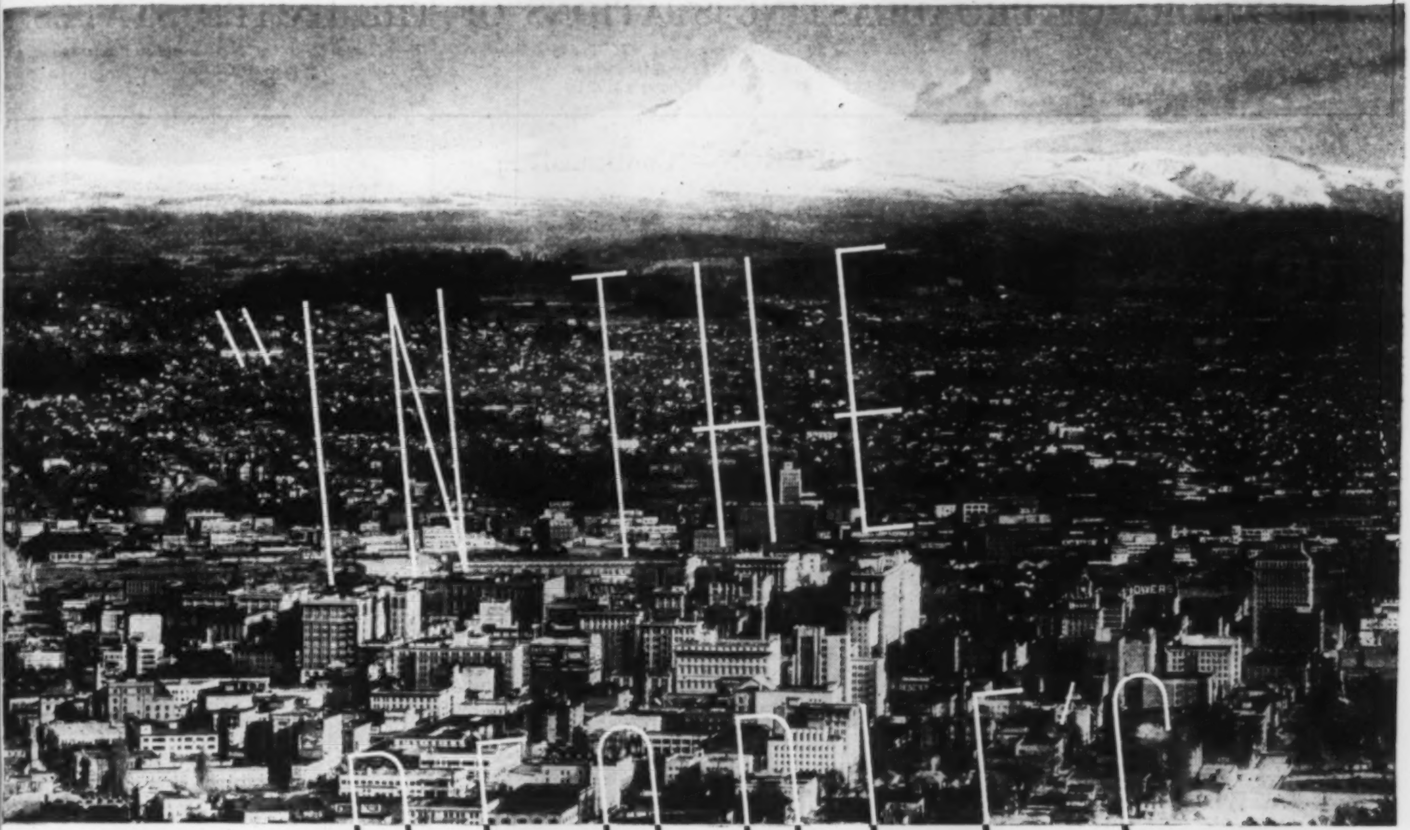
OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ADA................	KADA	1230	250	C. C. Morris First National Bank Bldg. 1212	Blue Oklahoma	C. C. Morris Weldon Stamps LeRoy Moses	Bill McDowell Betty Hughes Harold Walker	T-H-S AP
ARDMORE.........	KVSO	1240	250–LS 100–N	John F. Easley Hotel Ardmore 3030	Blue Oklahoma	John F. Easley Albert Riesen Hillis Bell	Dolly Dutton John E. Riesen C. M. Miener	T-H-S Thesaurus AP
BARTLESVILLE 1...	KWON	1400	250	Bartlesville Broadcasting Co. Union National Bank Bldg. 1400	MBS	J. Fred Case J. Fred Case Jim Case	George S. Lanham .... E. Dallas De Grafenreid	.... AP
ELK CITY..........	KASA	1240	100	Southwest Broadcasting Co. Third & Main Sts. 730	KBS	Lonnie J. Preston Fred E. Mayhew Fred E. Mayhew	.... Lonnie J. Preston Howard Jeter	....
ENID...............	KCRC	1390	1,000	Enid Radiophone Co. Broadway Tower 447	Blue Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	.... Eleanor Hoehn Murray C. Coleman	Pearson Standard AP
LAWTON...........	KSWO	1150	250–D	KSWO Broadcasting Co. 1710 E. Ave. 2370	MBS KBS	Byrne Ross Byrne Ross Byrne Ross	Dorothy Harrison Dorothy Harrison W. E. Billington	.... Associated UP
MUSKOGEE........	KBIX	1490	250	Oklahoma Press Publishing Co. Barnes Bldg. 303	Blue Oklahoma	Tams Bixby Jr. James A. Barry James A. Barry	Sally Miller .... Glenn Barnett	.... AP
NORMAN...........	*WNAD	640	1,000–D	University of Oklahoma Faculty Exchange 900	....	Univ. of Oklahoma John W. Dunn	Nat Erwin .... J. T. Boyer Jr.	.... AP
OKLAHOMA CITY 3	KOCY	1340	250	Plaza Court Broadcasting Co. Plaza Court 3-4333	MBS	John D. Thomas Matthew H. Bonebrake George Tarter	Paul W. Duncan .... Harold D. Durham	Walker Standard MacGregor Thesaurus Associated AP
OKLAHOMA CITY ..	KOMA	1520	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	John Griffin Kenyon Brown C. A. Minor Jr.	Paul Buenning Webb Benham M. W. Thomas	Free & Peten World UP
OKLAHOMA CITY 2.	KTOK	1400	250	O. L. Taylor Apco Tower 3-8352	Blue Oklahoma	O. L. Taylor Robert D. Enoch Frank J. Lynch	Harold M. Shreve .... Clifford M. Easum	T-H-S World Lang-Worth AP, UP
OKLAHOMA CITY 1	WKY	930	5,000	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC	E. K. Gaylord Gayle V. Grubb Ralph Miller	Bloyce Wright Doris Luedke Jack Lovell	Katz Standard AP
OKMULGEE........	KHBG	1240	250	Okmulgee Broadcasting Corp. McCullouch Bldg. 3646	MBS KBS	Pat Buford Pat Buford Lucille Buford	Nova Clarke Lucille Buford Chester Ludwick	.... UP
PONCA CITY.......	WBBZ	1230	250	Adelaide Lillian Carrell	....	....	....	.... AP
SHAWNEE..........	KGFF	1450	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	Blue Oklahoma	Oscar S. Stauffer Maxine Eddy Mary D. Lee	.... Eileen C. Tice Salvatore Ricciotti	T-H-S AP
TULSA 3............	KOME	1340	250	Oil Capital Sales Corp. Radio Bldg. 3-4121	Blue, MBS Oklahoma	Harry Schwartz H. E. Grimes Lee Abbott	Dick Campbell Mary Corkill Roy Brown	McGillvra Standard Lang-Worth AP
TULSA 3............	KTUL	1430	5,000	Tulsa Broadcasting Co. National Bank of Tulsa Bldg. 2-3191	CBS	John T. Griffin John Esau R. P. Akin	Karl Janssen Billee Chandler Robert E. Snider	Free & Peters World Standard Thesaurus UP
TULSA 3............	KVOO	1170	50,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC	W. G. Skelly William B. Way Gustav Brandborg	Allan Page W. T. McClarin L. W. Stinson	Petry Standard Lang-Worth INS

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Li News Serv
ALBANY............	KWIL	1240	250	Central Willamette Bcstg. Co. 15th & Elm Sts. 870	MBS Don Lee Pacific	{W. L. Jackson {R. R. Cronise Chet Wheeler Hal Byer	John Wray Howard Parent Herb Davidson	Keating Standard UP
ASTORIA...........	KAST	1230	250	Astoria Broadcasting Co. 404 Commercial St. 95	MBS Don Lee Pacific	L. E. Parsons L. E. Parsons R. D. Holmes	Abbie Smith .... J. M. Titus	.... Standard AP, UP
BAKER.............	KBKR	1490	250	Inland Radio Inc. First & Court Sts. 140	KBS	Marshall E. Cornett Lee W. Jacobs Lee W. Jacobs	Grace Baer Ken Lockwood Sidney Williams	Grant MacGregor Keating UP
BEND..............	KBND	1340	250	Bend Bulletin Bend 848	MBS Don Lee Pacific KBS	Bend Bulletin Frank H. Loggan Frank H. Loggan	Betty Ann Brandon .... Wallace Guthrie	Keating Lang-Worth UP

THIS CAN ONLY BE PORTLAND, OREGON



A Typical American City . . . but its horizon makes it different. KOIN is a Typical American Radio Station . . . whose new horizons in Public Service make it different.

KOIN RADIO TEACHERS INSTITUTE

Three weeks course in real, roll-up-the-sleeves radio utilization for 300 teachers. Said one: "you've jarred me out of the old classroom rut!"

SONG OF THE COLUMBIA. Stories of Oregon history dramatized in words and inspiring music . . . in biggest single station production on Pacific Coast. Over 50 in the cast.

UNITED WAR CHEST. Opening chest campaign with "Portland, Oregon to Portland, Maine" phone challenge plus "Fifth Freedom" drama, KOIN helps in attaining largest Portland quota in history.

WARTIME WOMEN. Daily program conducted by Clare Hays, named by *Variety* as most outstanding in women's war activities in the nation. Now in its fourth year, and for the duration.

GARDENING WITH BOUQUET. KOIN dialers heard the Northwest's leading crops expert twice a week, then grabbed their hoes for bigger 'n' better Victory Gardens.

ARK CONCERTS. Outdoor concerts provided by City of Portland nd KOIN are enjoyed by weekly crowds of 5,000 in summer series.

AFETY. Two separate weekly series of safety programs help to hine the stop light on mounting problem of wartime accidents.

MILLION DOLLAR CLUB. Called by Ted Gamble, National Director, War Finance Division of U.S. Treasury "one of the finest War Bond shows on the air in this country".

KID CRITICS. Award-winning weekly discussion by four "primer professors" of books they read . . . presented in cooperation with Portland Public Schools and Library.

RED'S GANG. KOIN's popular "western" group entertains war workers on the job, makes war bond personal appearances . . . plus five "topnotch" radio shows a week.

CALLING PISTOL BUTTE. Our own network origination of tribute to U.S. Forest Service and "the men who serve their country in forest green". Another KOIN fire prevention program.

SPELL'N TELL. This weekly spelling-bee and current events quiz is the vehicle used to air the story of Portland Public Schools in wartime.

PROBLEM CLINIC. This weekly series helps to solve the problems peculiar to a war-swollen area.

KOIN PORTLAND OREGON

CBS

FREE & PETERS, Inc.
National
Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
COOS BAY	KOOS	1230	250	KOOS Inc.	MBS Don Lee Pacific	....	....	.... UP, AP
CORVELLIS	*KOAC	550	5,000-LS 1,000-N	Oregon State College Corvallis 526	....	State of Oregon Allen Miller	Allen Miller .... Grant S. Feikert	.... Thesaurus UP
THE DALLES	KODL	1230	250-LS 100-N	Western Radio Corp. Scenic Drive 2300	KBS	V. Barney Kenworthy V. Barney Kenworthy G. D. Howell	.... Laurence O. Brunes	.... MacGregor UP
EUGENE	KORE	1450	250	Violet G. Hill Motter Route 3 3	MBS Don Lee Pacific	Violet G. Hill Motter L. W. Trommlitz Bruce Nidever	Marjorie Jackson Bruce Nidever Stanley Miller	.... World UP
GRANTS PASS	KUIN	1340	250	Southern Oregon Bcstg. Co. Box 148 192	MBS Don Lee Pacific	A. E. Voohries Wm. B. Smullin Ralph Hanson	Edward A. Malone E. P. Kane Edward A. Malone	Blair Keating World
KLAMATH FALLS	KFJI	1240	100	KFJI Broadcasters Inc. Box 692 5155	MBS Don Lee Pacific	KFJI Broadcasters Inc. Jack Keating Jack Keating	Lee Bishop Jack Keating Lon Hunt	Keating Grant Thesaurus UP
KLAMATH FALLS	KFLW (Construction permit)	1450	250	Herald Publishing Co.	....	....	....	....
LA GRANDE	KLBM	1450	250	Inland Radio Inc. Old Oregon Trail Highway 220	KBS	Lee W. Jacobs Marshall E. Cornett Gordon L. Capps Gordon L. Capps	Donna Williams Hal Altman Sidney Williams	Grant Keating Standard UP
MEDFORD	KMED	1440	1,000	Mrs. W. J. Virgin	NBC	....	....	.... Standard Up
PENDLETON	KWRC	1240	250	Western Radio Corp. Pendleton 1425	....	V. B. Kenworthy Paul E. Walden Paul E. Walden	Frank Krshka .... Paul E. Walden	Keating Lang-Worth UP
PORTLAND 5	KALE	1330	5,000	KALE Inc. Portland 5 Broadway 3484	MBS Don Lee Pacific	Journal Publishing Co. Charles E. Couche Norman A. Davis	Harold Bratsberg Leith Abbott Allan A. Richmond	Blair Associated Standard AP, UP, INS
PORTLAND	*KBPS	1450-SH	100	Benson Polytechnic School	....	....	....	....
PORTLAND 4	KEX	1190	5,000	Westinghouse Radio Stations, Inc. 1011 S. W. Sixth St. Beacon 6364	Blue	Westinghouse—Lee B. Wailes J. B. Conley Norman J. Sugg	Homer Welch H. Quenton Cox Harold C. Singleton	Raymer Thesaurus Lang Worth AP, UP
PORTLAND 4	KGW	620	5,000	Oregonian Publishing Co. 1011 S. W. Sixth St. Beacon 6364	NBC	Caroline P. Leadbetter Arden X. Pangborn Norman J. Sugg	Homer Welch H. Quenton Cox Harold C. Singleton	Petry Thesaurus MacGregor Lang-Worth AP, UP, INS
PORTLAND 7	KOIN	970	5,000	KOIN Inc. Box 1031 Atwater 3333	CBS	C. W. Myers C. W. Myers Harry H. Buckendahl	H. M. Swartwood Harry H. Buckendahl Louis S. Bookwalter	Free & Peters World Associated AP, UP, INS
PORTLAND 4	KWJJ	1080	1,000	KWJJ Broadcast Co. Inc. 1011 S. W. 6th Ave. Atwater 4393	ABC	Wilbur Jerman John Egan John Egan John Egan	Art Morey L. D. Henderson Frank Hood	Burn-Smith Lang-Worth Standard UP, INS, TP
PORTLAND 7	KXL	750 L-WSB	10,000	KXL Broadcasters Orpheum Bldg. Broadway 6451	....	Frances R. Symons H. S. Jacobson H. S. Jacobson	Frederick J. Eichhorn 3d	Walker Pacific NW Lang-Worth Standard MacGregor UP
ROSEBURG	KRNR	1490	250	News Review Co. 136 N. Jackson St. 4	MBS Don Lee Pacific KBS	News-Review Co. Marshall H. Pengra	Iris Helliwell Gilbert Walters Henry J. Chandler Jr.	Wilson Standard AP
SALEM	KSLM	1390	1,000	Oregon Radio Inc. Senator Hotel Bldg. 4831	MBS Don Lee Pacific	Glenn McCormick Glenn McCormick Bill Talbot	Lois Mayer Bill Talbot Clyde Carlton	Griffith Lang Worth AP, UP

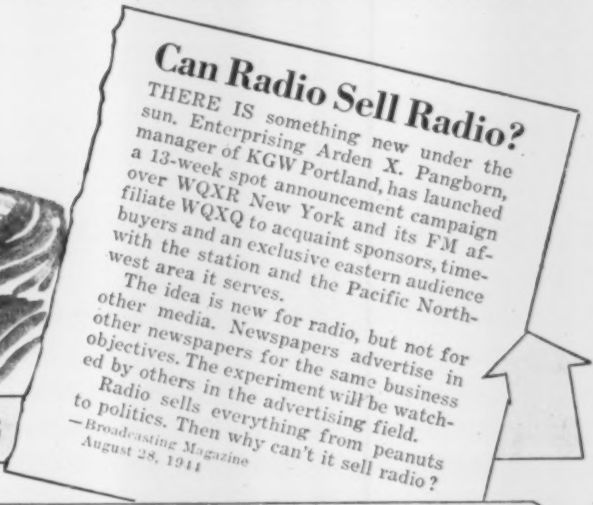
PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ALLENTOWN	WSAN	1470	500	Lehigh Valley Broadcasting Co. 39 N. Tenth St 9511	NBC Quaker	J. C. Shumberger B. Bryan Musselman B. Bryan Musselman	George Y. Snyder .... R. H. Musselman	Headley-Reed World AP, UP
ALTOONA	WFBG	1340	250	Gable Broadcasting Co. 1320 11th Ave. 6467	NBC Quaker	George P. Gable Roy F. Thompson Roy F. Thompson	Dorothy M. Jones .... George R. Burgoon	Headley-Reed World Lang-Worth AP

BREAKING NEW GROUND

KGW's PROGRESSIVE POLICIES WIN PLAUDITS OF THE ENTIRE RADIO INDUSTRY

Read this editorial from BROADCASTING



Can Radio Sell Radio?

THERE IS something new under the sun. Enterprising Arden X. Pangborn, manager of KGW Portland, has launched a 13-week spot announcement campaign over WQXR New York and its FM affiliate WQXQ to acquaint sponsors, timebuyers and an exclusive eastern audience with the station and the Pacific Northwest area it serves.

The idea is new for radio, but not for other media. Newspapers advertise in other newspapers for the same business objectives. The experiment will be watched by others in the advertising field.

Radio sells everything from peanuts to politics. Then why can't it sell radio?

—Broadcasting Magazine
August 28, 1944

WQXR Announcements tell story of the KGW MARKET......

PAYROLLS

"A great story about the KGW market area is told by the November payroll report of the Oregon State Unemployment Compensation commission. Portland and Multnomah county payroll figures for the fourth quarter of 1943 alone amounted to more than the whole year 1940."

PURCHASING POWER

"The per capita income of Portland residents is twice the national average. In the KGW area retail sales have steadily shown the effective purchasing power of this $2,196 per capita figure. Yet the ratio of net after retail purchase to income is 57.5, according to figures from Sales Management Magazine."

SAVINGS DEPOS

"From June 1944 Oregon savings deposits of individuals rose from 189 million dollars to over 251 million—a gain of more than 30%, according to the most recent state banking survey. That's a great many interest bearing dollars to spend on goods such as cars and refrigerators newly available when war is over."

AGRICULTURE

"Oregon's amazing growing climate puts the state in the lead in production of many farm products. According to agricultural bulletins, over half the area planted to hops in the U.S. is in Oregon. The Willamette Valley—included largely in the KGW area—produces nearly all the fiber flax grown in the nation."

ELECTRIC POWER

"A magic word has stirred the KGW area ever since the vast Bonneville dam was built. The word is POWER. The Columbia river is producing with Bonneville and Grand Coulee as much electricity as was used in 1929 in the entire United States."

RESOURCES

"Structural blueprints for the growing industrial West are founded upon five solid blocks: cheap, abundant hydroelectric power — aluminum and magnesium—petroleum and wood as a source of industrial chemicals, and — manpower. The boundless power and resources of the West will extend it into peacetime and normalcy."

"TO SELL 'EM—TELL 'EM OVER KGW"

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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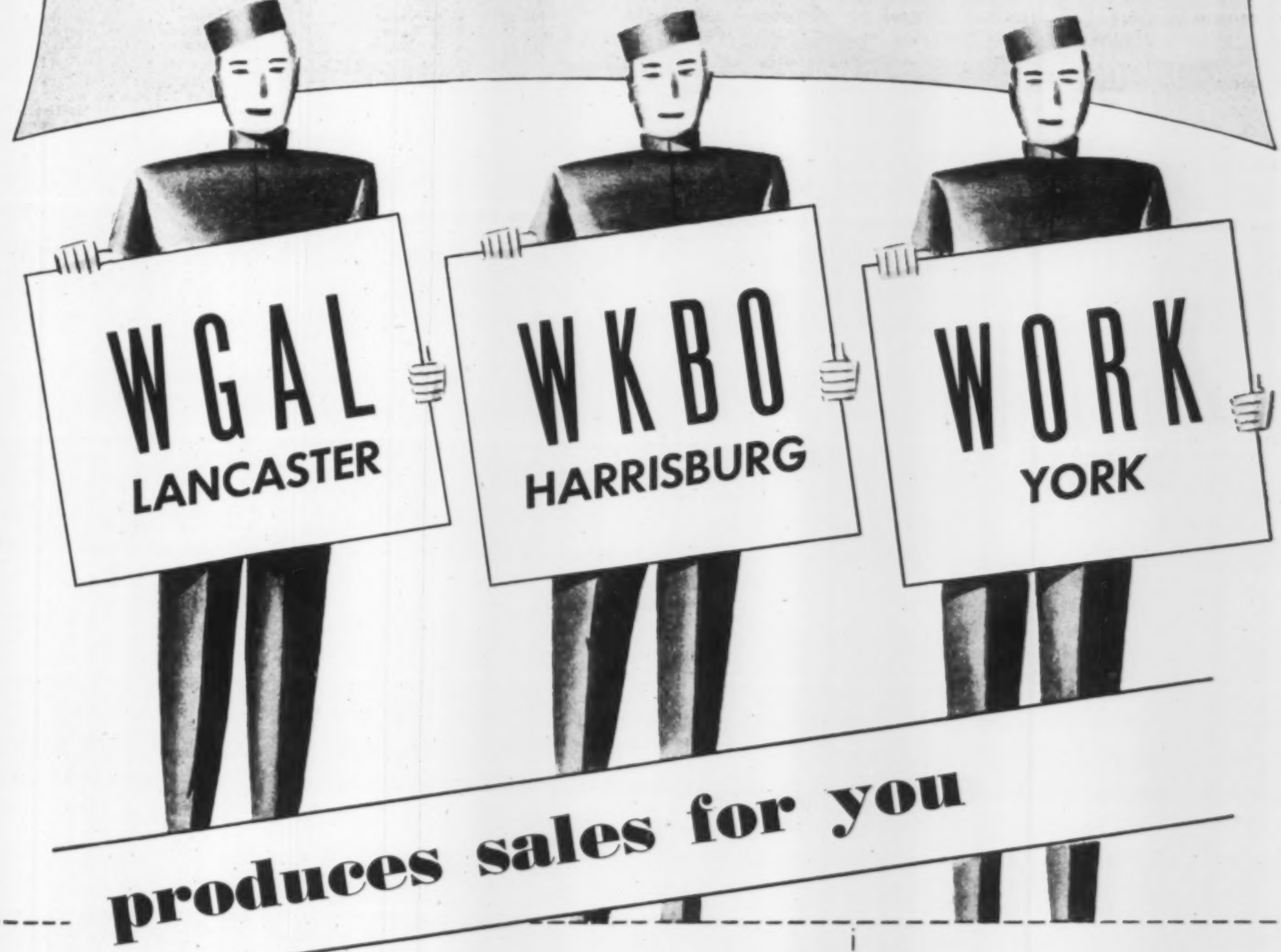
PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive · General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Librar News Servic
BUTLER	WISR	680	250-D	Butler Broadcasting Co.	....	....	....	.... UP
DUBOIS	WCED	1230	250	Tri-County Broadcasting Co. 80 N. Park Pl. 1700	CBS KBS	Harold Gray Jason S. Gray Les Ryder	Les Ryder Les Ryder Vernon L. Stahl	Spot Sales Lang-Worth UP
EASTON	WEST	1400	250	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS, NBC Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Eugene Bethman John Smith J. E. Mathiot	Radio Adv. UP
ERIE	WERC	1490	250	Presque Isle Broadcasting Co. 121 W. 10th St. 47-490	CBS	Jacob A. Young Charles E. Denny Edward D. Pearson	J. J. Young .... Thomas Phillips Jr.	Weed World Associated Lang-Worth UP
ERIE 1	WLEU	1450	250	WLEU Broadcasting Corp. Commerce Bldg. 23-327	Blue, MBS Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	C. Detzel .... Clarence A. Baker	.... Standard Thesaurus AP, TP
GREENSBURG	WHJB	620	250-D	Pittsburgh Radio Supply House 128 N. Penn. Ave. 3740	....	H. J. Brennen G. J. Podeyn G. J. Podeyn	Dick Lane .... Lyle Allen	Spot Sales Lang-Worth UP
GROVE CITY	*WSAJ	1340-SH	100	Grove City College	....	....	....	....
HARRISBURG	WHGB (Construction permit)	1400	250	Harrisburg Broadcasting Co. Blackstone Bldg.	....	{Herbert Kendrick {G. L. Hash Herbert Kendrick	....	....
HARRISBURG	WHP	1460	5,000-LS 1,000-N	WHP Inc. Telegraph Bldg. 4-3211	CBS	Brig. Gen. E. J. Stackpole Jr. A. K. Redmond A. K. Redmond	Dick Redmond Beatrice Potteiger R. S. Duncan	Blair Standard AP, UP
HARRISBURG	WKBO	1230	250	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC, MBS Quaker	Clair R. McCollough C. G. Moss C. G. Moss	Lewis Munnell Kaye Brothers J. E. Mathiot	Raymer World UP
HAZLETON	WAZL	1450	250	Hazleton Broadcasting Service Inc. Hazleton National Bank Bldg. 1488	MBS, NBC Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Don Murray Kathryn E. Kahler J. E. Mathiot	Radio Adv. MacGregor Thesaurus UP
JOHNSTOWN	WJAC	1400	250	WJAC Inc. Tribune Annex 24-361	NBC Quaker	WJAC Inc. J. C. Tully J. P. Foster	.... N. L. Straub	Headley-Reed Thesaurus Standard Lang-Worth UP
LANCASTER	WGAL	1490	250	WGAL Inc. 8 W. King St. 5259	NBC, MBS Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanziola James R. Appel J. E. Mathiot	Raymer MacGregor Thesaurus UP
LEWISTOWN	WMRF	1490	250	Lewistown Broadcasting Co. 5 W. Market St. 757	NBC	James S. Woods Thomas W. Metzger Thomas W. Metzger	Paul M. Breining .... Bernard H. Bopp	Burn-Smith Standard UP
NEW CASTLE	WKST	1280	1,000	WKST Inc. Cathedral Bldg. 5050	Quaker	S. W. Townsend A. W. Graham A. W. Graham	A. W. Graham .... Robert Emch	Spot Sales Thesaurus Standard AP
NEW KENSINGTON	WKPA	1150	250-D	Allegheny-Kiski Broadcasting Co.	....	....	....	.... MacGregor Up
PHILADELPHIA 3	KYW	1060	50,000	Westinghouse Radio Stations Inc. 1619 Walnut St. Locust 3760	NBC	Westinghouse—W. C. Evans Leslie Joy A. Harvey McCall	James Begley William Y. E. Rambo I. N. Eney	NBC Spot Standard AP, UP
PHILADELPHIA 3	WCAU	1210	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Alex Rosenman	Stan Lee Broza Robert Pryor George Lewis	.... World AP, UP, TP
PHILADELPHIA 7	WDAS	1400	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	....	A. W. Dannenbaum Sr. P. J. Stanton Charles Stahl	Polly Whitaker Charles Stahl Frank Unterburger	.... MacGregor World Lang-Worth AP
PHILADELPHIA 7	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	Blue Quaker	Roger W. Clipp Roger W. Clipp John E. Surrick	E. C. Obrist Theodore I. Oberfelder Louis E. Littlejohn	Katz Associated AP, INS
PHILADELPHIA 6	WHAT	1340 ST-WTEL	100	Independence Broadcasting Co. Ledger Bldg. Lombard 2390	....	William A. Banks Milton Laughlin Milton Laughlin	Milton Laughlin	Regional Radio .... AP
PHILADELPHIA 2	WIBG	990	10,000	Seaboard Radio Broadcasting Corp. WIBG Building Rittenhouse 2300	....	Paul F. Harron Edward D. Clery Edward D. Clery	Douglars Arthur Rupe Werling John Henninger	{Lang {Spot Sales Thesaurus AP
PHILADELPHIA 7	WIP	610	5,000	Pennsylvania Broadcasting Co. 35 S. 9th St. Walnut 6800	MBS	Benedick Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	Edward Wallis Ralph H. Minton James M. Tisdale	Hollingbery World AP, UP
PHILADELPHIA 2	WPEN	950	5,000	Philadelphia Bulletin 1528 Walnut St. Pennypacker 9490	....	Philadelphia Bulletin Richard W. Slocum	Lew London Dorothy Wolf Charles W. Burtis	.... AP, TP
PHILADELPHIA 40	WTEL	1340 ST-WHAT	250	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 1310	....	E. Douglass Hibbs Henry N. Cocker	E. Douglass Hibbs	Forjoe

In the Heart of Pennsylvania

THE TRI-PENN MARKET



produces sales for you

The Tri-Penn primary area is a prosperous region in the heart of Pennsylvania, not covered by any other station. For rates write Main Office: 8 West King Street, Lancaster, Pa., or

Sales Representative — **RAYMER**

All NBC top-flight programs are carried on these three business-getting stations.

America's No. 1 Network

NBC

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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PITTSBURGH 19....	KDKA	1020	50,000	Westinghouse Radio Stations Inc. Grant Bldg. Grant 4200	NBC	Westinghouse—W. C. Evans Joseph E. Baudino Frank V. Webb	Robert E. White John F. McMahon T. C. Kenney	NBC Spot Thesaurus Standard AP, UP
PITTSBURGH 19....	KQV	1410	1,000	KQV Broadcasting Co. Pittsburgh	Blue	G. S. Wasser G. S. Wasser James Murray	Alicia Fuller Bennett Edson Walter McCoy	Spot Sales Standard Lang-Worth UP
PITTSBURGH 30....	WCAE	1250	5,000	WCAE Inc. Hotel William Penn Atlantic 6900	MBS	Leonard Kapner R. Clifton Daniel	R. Clifton Daniel Mitchell B. DeGroot Jr. James Schultz	Katz World MacGregor Lang-Worth Standard AP, INS
PITTSBURGH 19....	WJAS	1320	5,000	Pittsburgh Radio Supply House Inc. Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen H. J. Brennen H. K. Brennen	James M. Hughes .... Walter W. McCoy	Rambeau Lang-Worth UP
PITTSBURGH 30....	WWSW	1490	250	WWSW Inc. Hotel Keystone Grant 5200	Quaker	Frank R. Smith Jr. Frank R. Smith Jr. Thos. B. Price	Fred Joyner Paul Jones J. R. Harlow	Forjoe Associated Lang-Worth Standard AP
READING...........	WEEU	850	1,000–D	Berks Broadcasting Co. 533 Penn St. 7335	NBC	George J. Feinberg Joseph M. Nassau Robert G. Magee	Calvin C. Jackson .... H. O. Landis	Hollingbery Standard MacGregor Lang-Worth UP
READING...........	WRAW	1340	250	Reading Broadcasting Co. 533 Penn St. 7335	NBC Quaker	Raymond A. Gaul Raymond A. Gaul Arthur W. Chafey	John C. Jackson .... Edward A. Gurtowski	Rambeau Thesaurus UP
SCRANTON 3.......	WARM	1400	250	Union Broadcasting Co. Select Bldg. 4-1148	Blue	Martin F. Memolo Martin F. Memolo William M. Dawson	Kenneth Beghold William M. Dawson Adolf Oschmann	Hollingery Thesaurus UP
SCRANTON 9.......	WGBI	910 ST-WQAN	1,000–LS 500–N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee Robert E. McDowell George D. Coleman	Frank Monaghan George D. Coleman Kenneth R. Cooke	Blair World AP
SCRANTON.........	*WQAN	910 ST-WGBI	1,000–LS 500–N	The Scranton Times	....	....	....	....
SHARON...........	WPIC	790	1,000–D	Sharon Herald Broadcasting Co. Box 541 4113	....	John Fahnline Jr. John Fahline Jr. J. T. Van Sweringen	W. Paul Gamble .... A. C. Heck	Wilson Associated UP
SUNBURY..........	WKOK	1240	250	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	H. H. Haddon Melvin Lahr Melvin Lahr	Ken Hafer .... Harold Bower	Cox & Tanz World Lang-Worth UP
UNIONTOWN.......	WMBS	590	1,000	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	CBS Quaker	Joseph C. Burwell Joseph C. Burwell Harry C. Burwell	Sullivan Sages Marion Johnston William Henzly	Radio Adv. Thesaurus Standard UP
WASHINGTON......	WJPA	1450	250	Washington Broadcasting Co. George Washington Hotel 4870	Quaker	John J. Laux John M. Croft John M. Croft	Hunter Reams C. R. DuVall Joseph M. Troesch	Spot Sales Standard UP
WILKES-BARRE.....	WBAX	1240	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. John H. Stenger Jr. W. T. Jones Evans	Richard Owen .... John H. Stenger Jr.	Burn Smith World Associated UP
WILKES-BARRE.....	WBRE	1340	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore A. C. Baltimore	James J. McCarthy Stanley H. Smiley Charles Sakoskie	.... Standard MacGregor AP
WILLIAMSPORT 61..	WRAK	1400	250	WRAK Inc. 244 W. Fourth St. 2-6116	NBC Quaker	E. M. Case George E. Joy J. Wright Mackey	Sarah Jane Person Irving A. Berndt Jr. Louis N. Persio	McKinney Standard UP
YORK..............	WORK	1350	1,000	York Broadcasting Co. Inc. 13 S. Beaver St. 6629	MBS, NBC Quaker	Clair R. McCollough Harold E. Miller Harold E. Miller	Arthur Weeks Harvey Buck J. E. Mathiot	Raymer Standard Lang-Worth UP
YORK..............	WSBA	900	1,000–D	Susquehanna Broadcasting Co. R. D. No. 5 2676	Blue	Louis J. Appell Louis Vyner Sydney Robbins	Otis Morse IV .... Willis Weaver	Spot Sales World AP

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
PAWTUCKET.......	WFCI	1420	1,000	Pawtucket Bcstg. Co. Inc. 450 Main St. Plantations 6565	Blue	Howard W. Thornley Wallace A. Walker Wallace A. Walker	Harry Moreland .... Gilbert Johnson	Rambeau Standard AP
PROVIDENCE 2.....	WEAN	790	5,000	Yankee Network Inc. Crown Hotel Dexter 1500	MBS Yankee	{William F. O'Neil {John Shepard 3d Joe Lopez Joe Lopez	Rose Powers James S. Powers Harold Tilley	Petry Associated Standard AP
PROVIDENCE.......	WJAR	920	5,000	Outlet Co. 176 Weybosset St. Gaspee 1071	NBC New England	Mortimer L. Burbank John J. Boyle John J. Boyle	John J. Boyle .... Thomas C. J. Prior	Weed Bannan World AP
PROVIDENCE 2.....	WPRO	630	5,000	Cherry & Webb Bcstg. Co. 15 Chestnut St. Plantations 9776	CBS	William S. Cherry Jr. Fred R. Ripley	Morton I. Blender Virginia M. R. Benson John V. Ferri	Raymer Thesaurus Lang-Worth AP, UP

In Rhode Island

WFCI

Sells New England's 2nd Largest Market —a Utopian Proving Ground!

A station high in public favor on the merits of its civic consciousness and cooperation . . . and a time buyer's dream-area in the shadow of its towers! To say Rhode Island is the most densely-populated state in the Union doesn't tell the half! U. S. figures for 1940 place 550,298 of its 713,346 souls in Providence County . . . and its per-capita savings deposits at $480 against a U. S. average of $196. Highly industrialized, you can imagine what's happening in Rhode Island today!

And—

speaking of "Pressure Groups"—

here, on WFCI, is a lively, vociferously-loyal army of youngster-listeners whose product-preferences control much of the buying in most of the homes. "Spot"-sell them and you're in!

Between 4:45 and 6:00 P.M. Mon. thru Fri.

HOP HARRIGAN
TERRY & THE PIRATES
DICK TRACY
JACK ARMSTRONG
CAPT. MIDNIGHT

The LONE RANGER, Mon., Wed., Fri. 7:30 P.M.

●

WALLACE A. WALKER, Gen. Mgr.

STUDIOS AND OFFICES

PROVIDENCE
Biltmore Hotel

PAWTUCKET
450 Main St.

●

Representatives:
(Effective March 1, 1945)
THE KATZ AGENCY, INC.

NEW STUDIOS, OFFICES...PROVIDENCE BILTMORE

The Voice of the "BLUE" in Southern New England

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

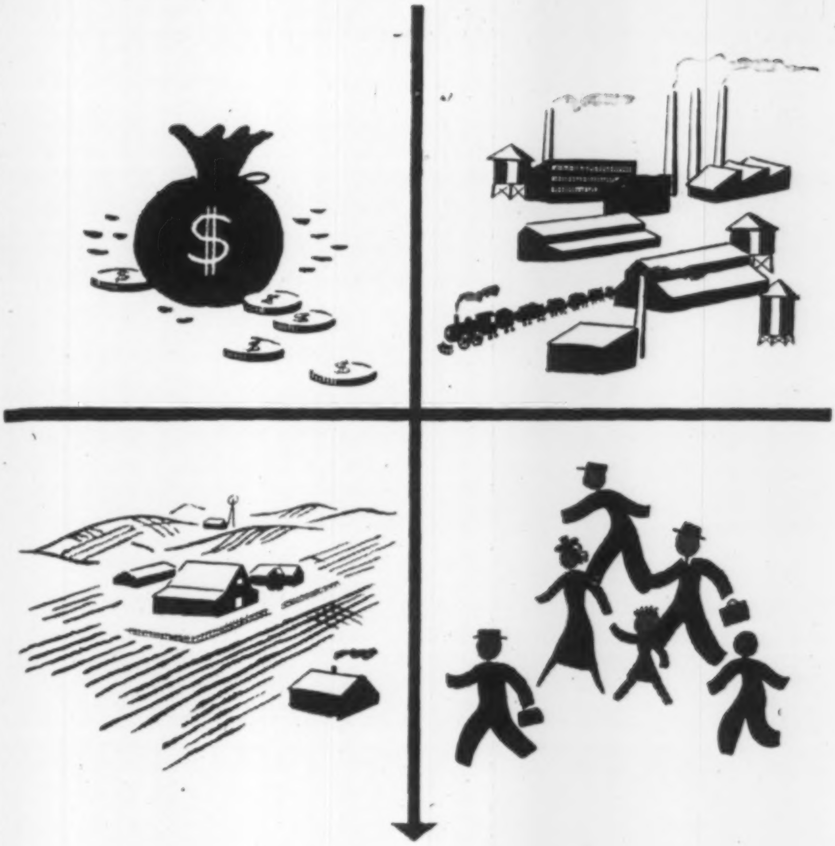
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libra News Servic
ANDERSON.........	WAIM	1230	250	Wilton E. Hall Anderson College 800	CBS	Wilton E. Hall J. D. McCoy G. P. Browne	Randy Davison G. P. Browne W. Randall Davison	.... World MacGregor Lang-Worth INS
CHARLESTON 8.....	WCSC	1390	1,000-LS 500-N	John M. Rivers Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Russell Long Ann Finnell Wilbur R. Albee	Free & Peters World UP
CHARLESTON......	WTMA	1250	1,000	Atlantic Coast Bcstg. Co. 133 Church St. 2-2961	NBC	Robert S. Manigault Robert E. Bradham Walter P. Speight Jr.	A. Franz Witte Jr. .... Douglass M. Bradham	Hollingbery Thesaurus Standard AP
COLUMBIA (E)	WCOS	1400	250	Carolina Broadcasting Corp. 1202 Main St. 2-5601	Blue	H. F. Kincey W. C. Bochman W. C. Bochman	Moody McElveen Dorothy Sligh Harry Clippard	Spot Sales Standard AP
COLUMBIA H.......	WIS	560	5,000	Surety Life Insurance Co. 1811 Main St. 2-2135	NBC	Herman N. Hipp G. Richard Shafto J. Dudley Saumenig	Ray A. Furr J. Dudley Saumenig	Free & Peters Lang-Worth UP
COLUMBIA.........	WKIX (Construction permit)	1490	250	Inter-City Advertising Co.	....	....	....	....
FLORENCE.........	WOLS	1230	250	Florence Broadcasting Co. 129 S. Dargin St. 354	Blue KBS	Martin F. Schnibben Nat. L. Royster Nat. L. Royster	Nat. L. Royster Nat. L. Royster Herman Hanks	Cox & Tanz Lang-Worth UP
GREENVILLE.......	WFBC	1330	5,000	Greenville News-Piedmont Co. Poinsett Hotel 362	NBC	Roger C. Peace Beverly T. Whitmire Robert Q. Glass Jr.	Alice Wyman Beverly T. Whitmire W. C. Etheredge	Weed Thesaurus UP
GREENVILLE.......	WMRC	1490	250	Textile Broadcasting Co. Prevost Bldg. 5730	Blue	R. A. Jolley W. Ennis Bray C. B. Denison	James Klosky C. B. Denison George D. Tate	Burn-Smith World AP
GREENWOOD......	WCRS	1450	250	Grenco Inc. Willson St. 4300	NBC	Douglas Featherstone Dan Crosland Ralph Norman	Newton S. Smyth .... Eugene C. Niemann	.... Standard AP
ROCK HILL........	WRHI	1340	250	York County Bcstg. Co. Rock Hill National Bank Bldg. 294	....	York County Bcstg. Co. James S. Beaty Jr. Albert L. Drew	Albert L. Drew .... James S. Beaty Jr.	.... World AP
SPARTANBURG.....	WORD	1400	250	Spartanburg Broadcasting Co. Spartanburg 2900	Blue	J. M. Bryan Smith Davis	John Carrington .... Clyde J. Burdette	.... Thesaurus AP
SPARTANBURG.....	WSPA	950	5,000-LS 1,000-N CP-5,000-U	Spartanburg Advertising Co. 224 E. Main 2900	CBS	A. B. Taylor John W. Kirkpatrick	Hal Shaw James Morgan Harold Beckholdt	Hollingbery World UP
SUMTER...........	WFIG	1340	250	Radio Station WFIG Inc. Radio Center Bldg. 1340	KBS	Capt. Julius S. Brody T. Doug Youngblood Jake Brody R. O. Dorsey	Robert Ardrey R. O. Dorsey Edwin W. Roman	Cox & Tanz UP

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libra News Servic
ABERDEEN.........	KABR	1420	5,000	Aberdeen Broadcast Co. Inc. 117½ S. Main St. 4626	MBS No. Central	H. C. Jewett Jr. A. A. Fahy A. A. Fahy	Lois M. Clocksin A. A. Fahy Delbert T. Hunt	Walker MacGregor AP
PIERRE.............	KGFX	630-SH	200-D	Estate of Dana McNeil 203 W. Summit Ave. 351	KBS	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	Cox & Tanz UP
RAPID CITY........	KOTA	1400 CP-1380	250 CP-5,000	Black Hills Broadcast Co. Alex Johnson Hotel 2800	No. Central	Robert J. Dean Robert J. Dean Leo M. Peterson	Rolf Hertzgaard Ruth Miller E. A. Griffiths	Walker Thesaurus UP
RAPID CITY........	*WCAT	1230-SH	100-D	South Dakota State Sch. of Mines	....	....	....	.... AP
SIOUX FALLS.......	KELO	1230	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC No. Central	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl Thomson S. Fantle Jr. Max Staley	Wilson Standard AP
SIOUX FALLS.......	KSOO	1140 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC No. Central	Joseph & Morton Henkin S. Fantle Jr. Morton Henkin George R. Hahn	Verl Thomson S. Fantle Jr. Max Staley	Wilson Standard Thesaurus AP
VERMILLION.......	*KUSD	920 ST-KFNF	500	University of South Dakota Union Bldg. 601	....	Univ. of South Dakota Prof. Hale Aarnes	Kenneth Christiansen .... Stephen Graf	.... AP
WATERTOWN......	KWAT	1240	250	Midland National Life Ins. Co. Midland Bldg. 777	KBS	Midland Nat'l Life Ins. Co. M. W. Plowman M. W. Plowman	John Birdsell M. W. Plowman Francis Alwin	.... UP
YANKTON..........	WNAX	570	5,000	WNAX Broadcasting Co. 2nd & Capitol Sts. 443	CBS Blue (June 15)	Gardner Cowles Jr. Don E. Inman	Gene P. Loffler James H. Allen Clifton M. Todd	Katz MacGregor Standard UP



the nation's best balanced market

A T THE FOOTHILLS of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feedstuffs, and dairy products, industrial leaders of the piedmont have broadened their operations to include many types of manufactured products.

In war or peace, hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

SPARTANBURG is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter of a billion dollars:

Hooper, in its recent Spartanburg survey, found WSPA had over one-half of the listening audience day and night (57.3 per cent). Hooper also found that all outside stations combined had only 8.3 per cent of the radio listeners.

To Reach the Ears of the Piedmont, Use—

(Home of Camp Croft)

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

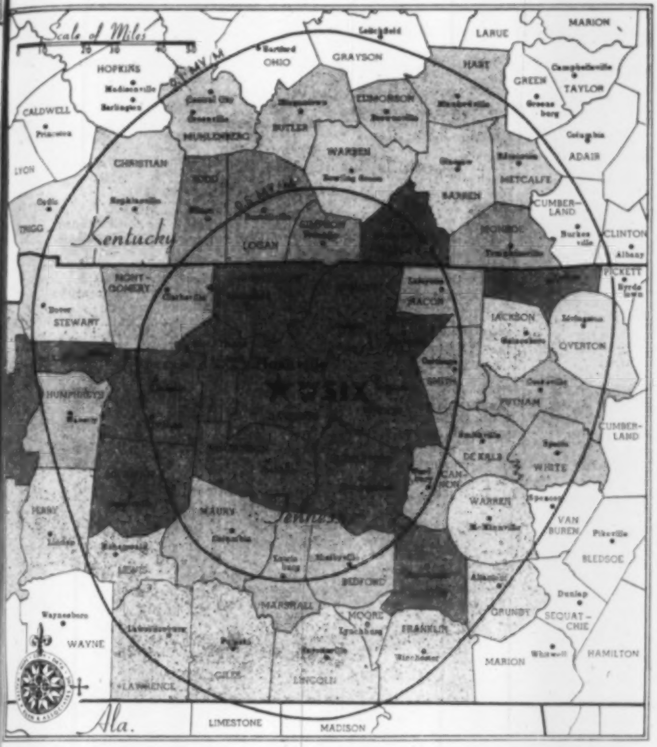
TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative Transc. Library News Service
BRISTOL	WOPI	1490	250	WOPI Inc. 410 State St.	NBC Daniel Boone	W. A. Wilson W. A. Wilson W. A. Wilson Roy L. Russell	Fey Rogers Fey Rogers Robert Herman Smith	Cummings Burn Smith World
CHATTANOOGA 2	WAPO	1150	[illegible],000-LS 1,000-N	WAPO Broadcasting Service Read House 6-6141	NBC	Joda Patterson R. G. Patterson Helen Patterson	Louise Walsh Helen Patterson B. B. Barnes	Headley-Reed MacGregor Thesaurus AP
CHATTANOOGA 2	WDEF	1400	250	WDEF Bcstg. Company, Inc. Volunteer Bldg. 6-5664	MBS Blue	Joe W. Engel Frank S. Lane Ken Flenniken	Vann Campbell .... B. C. Baker	Weed Standard UP
CHATTANOOGA 2	WDOD	1310	5,000	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	Norman A. Thomas Earl W. Winger Earl W. Winger Carter M. Parham	Gaylord McPherson .... Julius C. Vessels	Raymer World UP
CLARKSVILLE	WJZM	1400	250	William Kleeman Masonic Temple Bldg. 499	MBS KBS	William Kleeman W. E. Williams	Irene Truax W. E. Williams W. B. Thurman	Cox & Tanz World AP
COOKEVILLE	WHUB	1400	250	WHUB Inc. Cookeville 200	CBS KBS	M. L. Medley M. L. Medley M. L. Medley	Lawrence Peery J. M. Beasley Hubert Beasley	.... UP
JACKSON 1	WTJS	1390	1,000	Sun Publishing Co. 104 W. Baltimore St. 1106	Blue	C. E. Pigford Albert A. Stone A. B. Robinson	Paul Moore A. B. Robinson Carey Brummel	Branham World UP
JOHNSON CITY	WJHL	910	1 000	WJHL Inc. 412 S. Roan St.	Blue	W. H. Lancaster Ken Marsh Ken Marsh	Alice Fr berg .... O. K. Garland	Wilson Standard AP. UP
KINGSPORT	WKPT	1400	250	Kingsport Broadcasting Co. Inc. 222 Commerce St	NBC Daniel Boone	C. P. Edwards Jr. Jess Swicegood Jess Swicegood	Paul Overbay Ted Bryan G. W. Upchurch	Burn Smith Lang Worth Standard Thesaurus UP
KNOXVILLE 42	WBIR	1240	250	American Broadcasting Corp. 406 W. Church St. 4-3321	Blue	Gilmore N. Nunn John P. Hart John P. Hart	Charles B. Davis Charles B. Davis J. Rex Horton	Pearson Standard UP
KNOXVILLE 24	WNOX	990	10,000	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard Harry LeBrun O. L. Smith	W. D. Corning Lenore Goddard John L. Cole Jr.	Branham Lang Worth Standard UP
KNOXVILLE 02	WROL	620	1,000-LS 500-N	Stuart Broadcasting Co. 531 S. Gay St. 2-7111	NBC	S. E. Adcock S. E. Adcock C. H. Frazier	John Reese Allen Stout James N. Gilbert	Blair Thesaurus World AP
MEMPHIS 3	WHBQ	1400	250	Broadcasting Station WHBQ Inc. Hotel Gayoso 8-6868	MBS	.... E. A. Alburty Eugene Pournelle	John T. Orr E. A. Alburty W. M. Roy	Rambeau Lang Worth AP. UP
MEMPHIS 1	WMC	790	5,000	Memphis Publishing Co. Box 311 8-7464	NBC Arkansas So. Central	John H. Sorrells H. W. Slavick Clifford Goodman	Robert Atherton Walter Frase E. C. Frase Jr.	Branham Lang Worth Thesaurus Standard UP
MEMPHIS	WMPS	1460	1,000-LS 500-N	Memphis Broadcasting Co. Columbian Mutual Tower 5-2721	Blue	Jack R. Howard Harold R. Krelstein Harold R. Krelstein	Harold R. Krelstein Robert Neal Hobgood Joseph G. Deaderick	Spot Sales Associated Standard UP
MEMPHIS 3	WREC	600	5,000	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten .... S. D. Wooten Jr.	Katz World UP
NASHVILLE 3	WLAC	1510	50,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	Paul Oliphant Chas. L. Andrews F. D. Binns	Raymer Thesaurus World UP
NASHVILLE 3	WSIX	980	5,000	WSIX Inc. Nashville Trust Bldg. 5-5431	Blue, MBS	Jack M. Draughon Louis R. Draughon Jack M. Draughon Eugene S. Tanner	.... Eugene S. Tanner Bascom E. Porter	Katz Standard Lang Worth MacGregor AP
NASHVILLE 3	WSM	650	50,000	National Life & Accident Ins. Co. 301 Seventh Ave. N. 6-7181	NBC	Edwin W. Craig Harry Stone Dean R. Upson	Ottis Devine Lester Barnard George Reynolds	Petry World Associated Lang Worth AP. INS

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ABILENE	KRBC	1450	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS, Blue Texas State	Bernard Hanks Howard Barrett A. C. Etter	Howard Barrett .... J. B. Casey	Pearson MacGregor AP
AMARILLO	KFDA	1230	250	Amarillo Broadcasting Corp. Nunn Bldg. 5843	Blue	Gilmore N. Nunn Howard P. Roberson James R. Moore	Bonnie Bennett James R. Moore J. R. Thomas	Pearson Standard INS
AMARILLO	KGNC	1440	5,000-LS 1,000-N	Plains Radio Broadcasting Co. Radio Building 4242	NBC Lone Star	Gene Howe Raymond D. Hollingsworth Aubrey Jackson	Barney Ogle Aubrey Jackson W. H. Torrey	T-H-S Standard Thesaurus UP

Here's the Nashville market as covered by WSIX


Scale of Miles
0.5 MV/M
0.1 MV/M
Kentucky
Tennessee
Ala.
★WSIX
HOPKINS
CALDWELL
CHRISTIAN
MUHLENBERG
OHIO
GRAYSON
BUTLER
EDMONSON
HART
GREEN
TAYLOR
ADAIR
LARUE
MARION
WARREN
METCALFE
BARREN
CUMBERLAND
CLINTON
MONROE
LOGAN
TODD
TRIGG
LYON
MONTGOMERY
STEWART
HUMPHREYS
MACON
JACKSON
OVERTON
PICKETT
PUTNAM
CUMBERLAND
WHITE
DEKALB
CANNON
WARREN
VAN BUREN
BLEDSOE
SEQUATCHIE
GRUNDY
HAMILTON
MARION
FRANKLIN
MOORE
MARSHALL
BEDFORD
MAURY
LEWIS
WAYNE
LAWRENCE
GILES
LINCOLN
PERRY
LIMESTONE
MADISON

★ Nashville, backed by Tennessee Valley industrial expansion, is a market with a brilliant future.

Coverage levels determined from 6,660 pieces of regular station mail received October 3, 1942—January 2, 1943. Using the home county, (Davidson, Tenn.) as base, a ratio of mail per thousand Radio Homes was established.

☐	INTENSE—All Counties with a ratio of mail per thousand Radio Homes 50% or better of base county ratio.
▨	REGULAR—All Counties with a ratio of mail per thousand Radio Homes 25%-50% of base county ratio.
■	SECONDARY—All Counties with a ratio of mail per thousand Radio Homes 10%-25% of base county ratio.

0.5 MV/M and 0.1 MV/M measured by Ring & Clark, Radio Engineers, July, 1942.

And here's the Market Data:

	MAIL SURVEY				FIELD INTENSITY SURVEY		
	Intense	Regular	Secondary	Total	0.5 MV/M	0.5 MV/M—0.1 MV/M	Total
Population	517,522	286,459	445,981	1,249,962	610,984	668,093	1,279,077
Families	130.906	71.828	108.462	311.196	156,908	155.914	312,822
Radio Homes	89,913	39.993	57.615	187.521	106,771	80.580	187.351
Total Retail Stores	5,640	2.855	4,288	12.783	6.761	5.977	12.738
Sales $	122,814	38,889	56,694	218,397	144,078	72,040	216,118
Food Stores	1,951	967	1.432	4,350	2,299	1,979	4,278
Sales $	28,810	9,233	11,857	49.900	33,282	15.627	48.909
General Stores	277	408	701	1.386	407	1.079	1.486
Sales $	2,920	3,816	7,538	14,274	4,096	10,596	14,692
General Merchandise Stores	203	156	179	538	270	264	534
Sales $	14,297	4,716	6,559	25,572	17,400	6,202	23,602
Apparel Stores	260	65	122	447	307	140	447
Sales $	10,648	1,342	2,327	14,317	11,382	2,642	14,024
Furniture-Household	155	103	97	355	212	146	358
Sales $	6,145	1,484	669	8,298	7,190	1,822	9,012
Automotive Outlets	145	86	123	354	190	165	355
Sales $	17,588	5,054	8,696	31,338	20,562	10,068	30,630
Filling Stations	726	365	606	1,697	827	833	1,660
Sales $	9,596	3,753	5,299	18,648	11,542	6,987	18,529
Lumber-Bldg.-Hardware	148	97	160	405	247	215	462
Sales $	7,151	2,984	5,367	15,502	9,703	6,224	15,927
Eating and Drinking Places	968	324	432	1,724	1,159	586	1,745
Sales $	7,025	1,501	2,210	10,736	8,356	2,881	11,237
Drug Stores	308	72	117	497	238	144	382
Sales$	5,375	1,504	2,216	9,095	6,294	2,706	9,000
Other Stores	499	212	319	1,030	605	426	1,031
Sales $	13,259	3.502	3,956	20,717	14.271	6,285	20,556

All money values are in thousands of dollars. Radio Homes projected by NAB Research Dept. from U. S. Census, 1940.
All other data from Sixteenth Dicennial Census of U. S., 1940.

WSIX **5,000 W. 980 KC.**
NASHVILLE, TENN.

Blue
Mutual
THE KATZ AGENCY, INC.
National Representatives

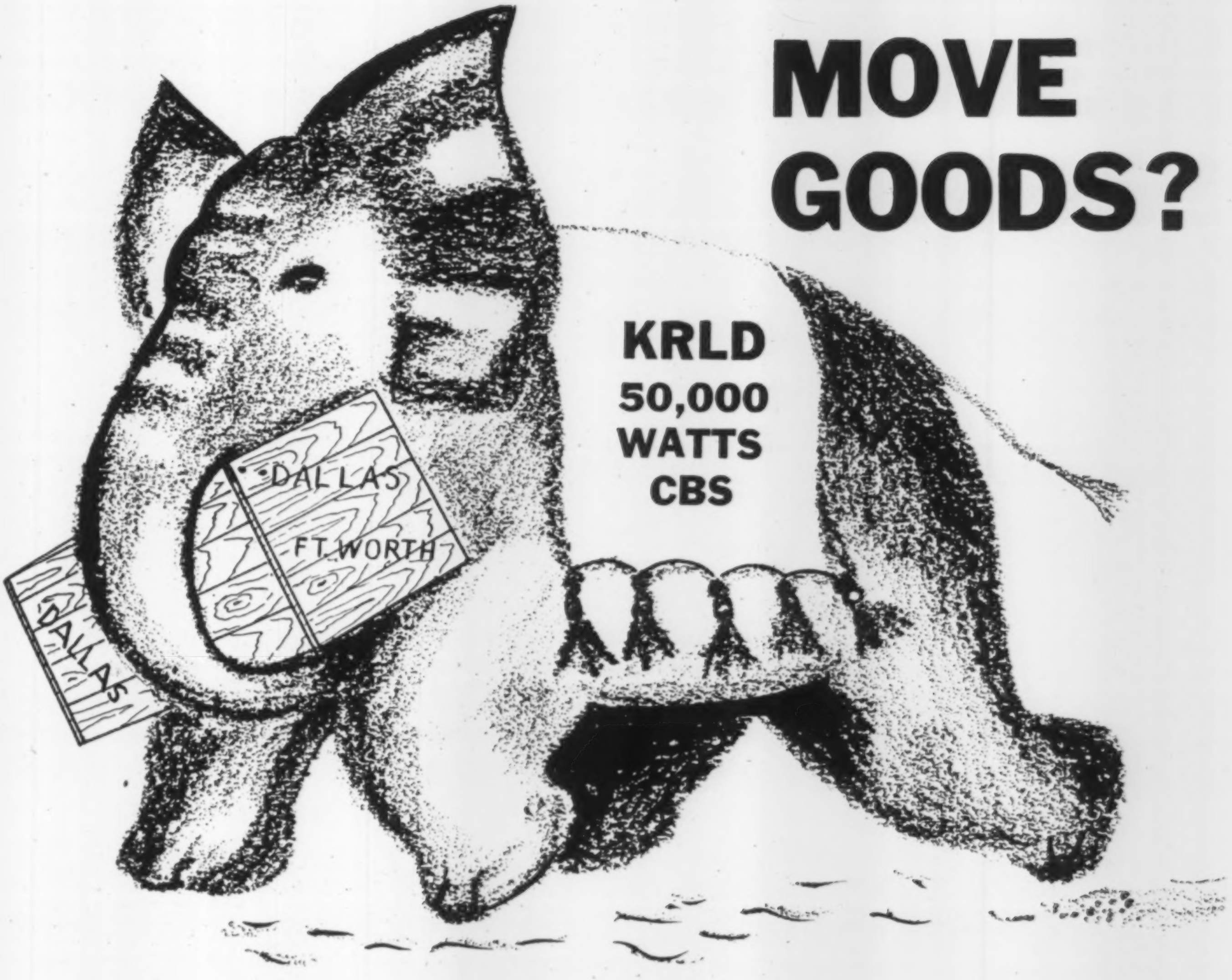
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Librar News Servic
AUSTIN 16	KNOW	1490	250	Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213	Blue, MBS Texas State	H. M. Fentress Hardy C. Harvey Marion Coleman	Allen Ezell Joe Roehl J. E. Lewis	Weed UP
AUSTIN 4	KTBC	590	1,000-LS 250-N	State Capital Bcstg. System Inc. Brown Bldg. 2-2424	CBS	Claudia T. Johnson Pat Adelman Pat Adelman	Barnes H. Nash Paul Bolton Fred LeMeaux	Branham Standard AP, INS
BEAUMONT	KFDM	560	1,000	Beaumont Broadcasting Corp. Edson Hotel 3883	Blue	C. W. Snider C. B. Locke C. B. Locke	B. R. Patterson Helen Caldwell Lawrence Sanders	T-H-S Thesaurus AP
BEAUMONT	KRIC	1450	250	KRIC Inc. 130 Wall St. 4200	KBS	Mrs. J. L. Mapes Jack Neil G. L. Kirk	Lorraine Kelley .... Ben Hughes	Branham World AP, INS
BIG SPRING	KBST	1490	100	Big Spring Herald Bcstg. Co. Box 1632 1500	Blue, MBS Texas State	Houston Hart Bernard Hanks Lewis O. Seibert James H. Lawson	Verna Jo Stevens .... Andrew M. Jones	Pearson Standard AP
BRADY	KNEL	1490	250-LS 100-N	G. L. Burns 106 N. Blackburn St. 77	KBS	G. L. Burns G. L. Burns G. L. Burns	Forest Cox Forest Cox Dorman Patton	Cox & Tanz
BROWNSVILLE	KEEW	1490	250-LS 100-N	Radio Station KEEW Ltd.	Blue	....	....	.... AP
BROWNWOOD	KBWD	1380	1,000-LS 500-N	Brown County Bcstg. Co. 800 Hawkins St. 2401	MBS Texas State	Wendell Mayes Wendell Mayes Ingham S. Roberts	Martha Howard Ingham S. Roberts A. W. Stewart	Walker Thesaurus UP
COLLEGE STATION	WTAW	1150	1,000-D	A. & M. College of Texas College Station 4-6724	Blue	A. & M. College Stanley Mayer Stanley Mayer	Tom Stokes Bess Allen H. C. Dillingham	Rambeau World AP
CORPUS CHRISTI	KEYS	1490	250	Nueces Broadcasting Co. Inc. Centre Theatre Bldg. 2-7411	CBS	Partnership Bill Hughes Fred Burr	Jack Sharpe Jack Sharpe Earle C. Dunn	Forjoe World AP, UP
CORPUS CHRISTI	KRIS	1360	1,000	Gulf Coast Broadcasting Co.	NBC, MBS Lone Star	....	....	.... Standard AP
CORPUS CHRISTI	KWBU	1010 SA-1030	50,000-D	Century Broadcasting Co. 912 Commerce St., Dallas 2 Dallas, Riverside 6381	Blue	Carr P. Collins Homer Hohan Kelly Wofford	J. E. Sellers .... Nestor Cuesta Jr.	Hogan Pearson Branham AP
CORSICANA	KAND	1340	250	Navarro Broadcasting Assn. Corsicana 141	MBS KBS	J. C. West Aubrey H. Escoe	....	Holman Walker AP, UP
DALLAS 2	KGKO	570	5,000	**(See Fort Worth)**	....	....	....	....
DALLAS 1	KRLD	1080	50,000	KRLD Radio Corp. Adolphus Hotel Central 6811	CBS	John W. Runyon Clyde W. Rembert Wm. A. Roberts	Roy George J. W. Crocker Roy M. Flynn	Branham Standard AP
DALLAS 4	KSKY	660	1,000-D	SKY Broadcasting Service Hotel Stoneleigh Central 6193	....	A. L. Chilton A. L. Chilton R. G. Terrill	Leonard Holland R. G. Terrill Morris M. Ming	.... Associated MacGregor AP
DALLAS 2	WFAA	820 ST-WBAP	50,000	A. H. Belo Corp. 1122 Jackson St. Riverside 9631	NBC Texas Quality	E. M. (Ted) Dealey Martin Campbell Ralph Nimmons	Ralph K. Maddox .... Raymond Collins	Petry Lang-Worth Thesaurus AP, UP
DALLAS 1	WRR	1310	5,000	City of Dallas Municipal Radio Bldg. Tenison 3-6101	MBS Texas State	City of Dallas Charles B. Jordan Charles B. Jordan	Pete Teddlie Pete Teddlie Durward J. Tucker	Weed AP
DENISON	KRRV	910	1,000	**(See Sherman, Tex)**				
DENTON	KDNT	1450	100	Harwell V. Shepard Kimbrough Bldg. 276	KBS	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	.... UP
EL PASO	KROD	600	1,000-LS 500-N	Dorrance D. Roderick 2201 Wyoming St. Main 2020	CBS	Dorrance D. Roderick Val Lawrence Cecil Trigg	Walter Gaenzel Gene Rethmeyer Edward P. Talbott	Wilson T-H-S Standard Associated AP, INS
EL PASO	KTSM	1380	1,000-LS 500-N	Tri-State Broadcasting Co. Inc. Hotel Paso Del Norte Main 3122	NBC	Frances W. Bredberg Karl O. Wyler Willard L. Kline	Virgil C. Hicks Roy T. Chapman E. L. Gemoets	Hollingbery MacGregor Thesaurus UP
FORT WORTH 1	KFJZ	1270	5,000	Tarrant Broadcasting Co. 1201 W. Lancaster St. 3-3474	MBS Texas State	Gene L. Cagle Gene L. Cagle Clyde Pemberton	Boyd Kelly L. Roy Duffy Truett Kimzey	Weed UP
FORT WORTH 2	KGKO	570	5,000	KGKO Broadcasting Co. Medical Arts Bldg., Ft. Worth Santa Fe Bldg., Dallas Ft. Worth 3-1234 Dallas: Riverside 9631	Blue Lone Star	Amon G. Carter Harold V. Hough George Cranston, Ft. Worth Martin B. Campbell, Dallas Roy Bacus, Ft. Worth Ralph Nimmons, Dallas	Ed Lally, Ft. Worth Ralph Maddox Helen Schmal, Ft. Worth Elaine Pritchett, Dallas R. C. Stinson, Ft. Worth Ray Collins, Dallas	Petry World Lang-Worth Thesaurus MacGregor UP, AP
FORT WORTH 2	WBAP	820 ST-WFAA	50,000	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC Texas Quality	Amon G. Carter Harold V. Hough George Cranston Roy Bacus	Ed Lally Helen Schmal R. C. Stinson	Petry World AP

MOVE GOODS?


KRLD
50,000
WATTS
CBS
DALLAS
FT. WORTH
DALLAS

KRLD *does the Big Job in Texas!*

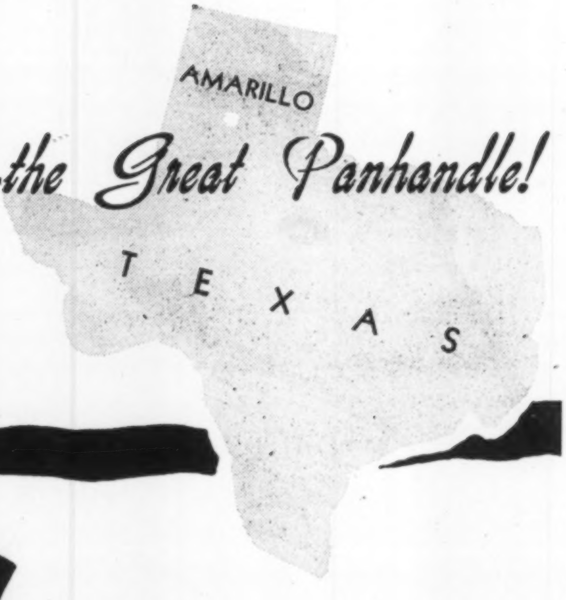
KRLD

The Times Herald Station

STUDIOS

Dallas Fort Worth

50 kw., 1080 kc. Represented by the Branham Company



The Family Station in the Great Panhandle!

KGNC

AFFILIATED WITH

National Broadcasting Company

MEMBER OF LONE STAR CHAIN

5000 WATTS DAYTIME

1000 WATTS NIGHT

1440 KILOCYCLES

Manager
Raymond Hollingsworth

COVERAGE DATA

COUNTIES served	43
*POPULATION	440,600
**DWELLINGS	116,636
TOTAL RADIOS	90,347
Urban Radios	40,575
Rural Non-Farm Radios	21,671
Rural Farm Radios	28,101
**EFFECTIVE INCOME	$397,897,000

77% increase over 1940 income
$3,420 per family—$900 per capita

RETAIL SALES	$206,255,000

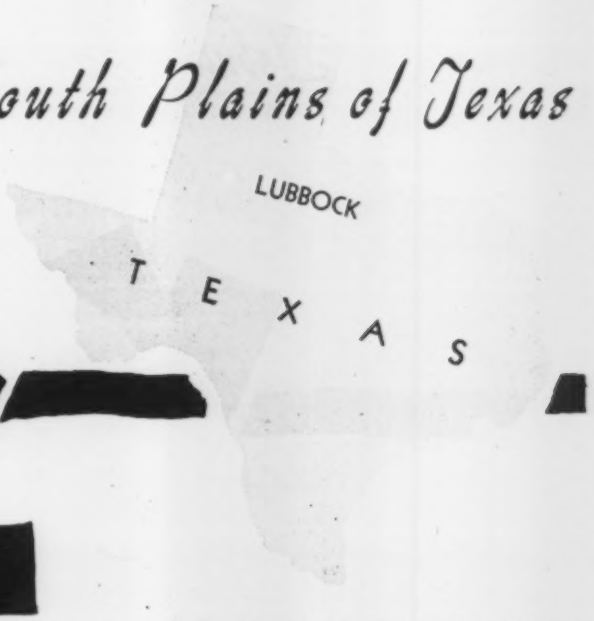
1940 Information
*****1943 Information***

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.

AMARILLO, TEXAS

REPRESENTED BY Taylor Howe Snowden Radio Sales — Authorities on Radio and Markets in the Great Middle and Southwest.

The Voice of the South Plains of Texas



KFYO

BLUE NETWORK AFFILIATE

MEMBER OF LONE STAR CHAIN

250 WATTS

1340 KILOCYCLES

Manager
DeWitt Landis

COVERAGE DATA

POPULATION	233,897
DWELLINGS	46,455
TOTAL RADIOS	34,912
Urban Radios	14,097
Rural Non-Farm Radios	6,215
Rural Farm Radios	14,600
INCOME	$147,186,000
RETAIL SALES	84,679,000

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.

LUBBOCK, TEXAS

REPRESENTED BY TAYLOR-HOWE-SNOWDEN *Radio Sales*

Authorities on Radio and Markets in the Great Middle and Southwest.

Serving the Fabulous Empire

of the Magic Rio Grande Valley

TEXAS
WESLACO

KRGV

AFFILIATED WITH

National **B**roadcasting **C**ompany

MEMBER OF LONE STAR CHAIN

1000 WATTS

1290 KILOCYCLES

COVERAGE DATA

POPULATION served	254,340
DWELLINGS served	68,481
TOTAL RADIOS	30,052
Urban Radios	15,266
Rural Non-Farm Radios	6,941
Rural Farm Radios	7,845
INCOME	$165,318,000
RETAIL SALES	88,712,000

FIFTH LARGEST RANKING AREA IN TEXAS IN RETAIL SALES—1943 EIGHTH LARGEST RANKING AREA IN THE GREAT SOUTHWEST

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.

Manager
Archie J. Taylor

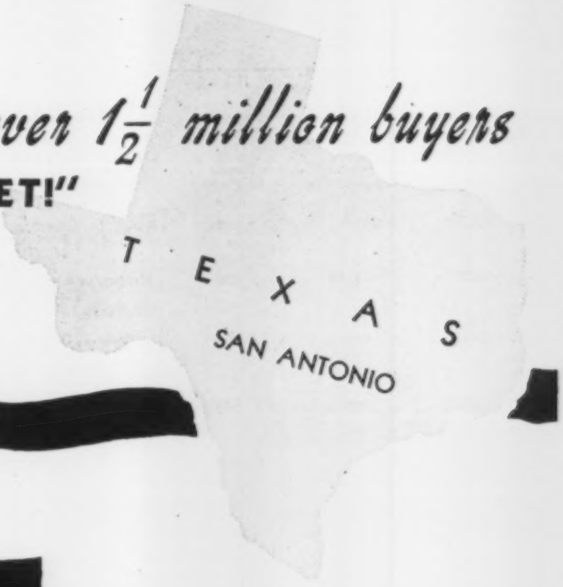
WESLACO, TEXAS

REPRESENTED BY TAYLOR-HOWE-SNOWDEN *Radio Sales*

Authorities on Radio and Markets in the Great Middle and Southwest.

Serving a population of over 1½ million buyers

A "BILLION DOLLAR MARKET!"



KTSA

COVERAGE DATA

COUNTIES served ------	62
POPULATION ---------	1,581,400
DWELLINGS ----------	383,089
TOTAL RADIOS --------	221,372
Urban Radios -------	123,106
Rural Non-Farm -----	49,681
Rural Farm Radios ----	48,585
INCOME	
*Oil, Gas, and Mineral- $	181,451,301
Livestock and Poultry --	153,817,870
Agriculture ---------	156,602,333
Industrial ----------	258,798,142
PLUS the largest Per-permanent wartime or peacetime United States Military Installations --	250,000,000
TOTAL INCOME -------	$1,000,669,646

***1943 Figures**

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.

AFFILIATED WITH

Columbia Broadcasting System

MEMBER OF LONE STAR CHAIN

5000 WATTS DAYTIME

1000 WATTS NIGHT

550 KILOCYCLES

Manager
George W. Johnson

SAN ANTONIO, TEXAS

REPRESENTED BY TAYLOR HOWE SNOWDEN *Radio Sales*

Authorities on Radio and Markets in the Great Middle and Southwest.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*
(Data corrected to January 1, 1945)

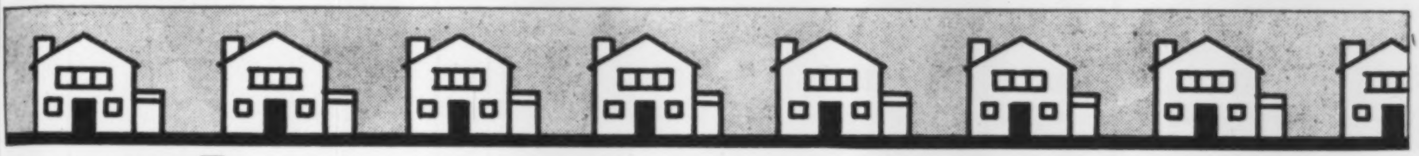
TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libra News Servic
GALVESTON........	KLUF	1400	250	KLUF Broadcasting Co. Inc. 600½ Broadway 6676	MBS KBS	George Roy Clough Lee Clough C. V. Bracht	Lee Clough C. V. Bracht Lee Clough	.... Standard UP
HARLINGEN........	KGBS	1240	250	Harbenito Broadcasting Co. Harlingen 1400	CBS	McHenry Tichenor Troy McDaniel Dave Bennett	Steele McClanahan .... Sherman L. Spencer	Walker Associated AP
HOUSTON 2........	KPRC	950	5,000	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips	Jack McGrew .... H. T. Wheeler	Petry Lang-Worth Thesaurus AP
HOUSTON 2........	KTHT	1230	250	Texas Star Broadcasting Co. Southern Standard Bldg. Capitol 6246	MBS	Roy Hofheinz Ted P. Hills M. W. Armstrong	Dick Altman M. W. Armstrong Louis I. Jelly	Weed Associated UP
HOUSTON 2........	KTRH	740	50,000	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Jesse H. Jones B. F. Orr Ray Bright	Harry V. Grier Geo. McCormick King H. Robinson Tom Hiner	Blair World UP
HOUSTON 2........	KXYZ	1320	5,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	Blue Lone Star	T. Frank Smith T. Frank Smith Bill Bennett	Charles Nethery Glenn Horton Gerald Chinski	Free & Peters Standard AP
HUNTSVILLE.......	KSAM	1490	250	W. J Harpole & J. C. Rothwell Walker County Fairgrounds	KBS	Partnership J. C. Rothwell J. B. McShan	Ruth Rothwell .... Sam Love	Cox & Tanz AP
KILGORE...........	KOCA	1240	250	Oil Capitol Broadcasting Assn. Box 1285 616	KBS	Roy G. Terry H. A. Degner H. A. Degner	John C. Andrews H. A. Degner Albert F. Mason Jr.	.... MacGregor AP
LAREDO............	KPAB	1490	250	Laredo Broadcasting Co. Laredo 2124	MBS KBS	Howard W. Davis Mrs. Doane Chapman Mrs. Doane Chapman	Sherry Vagenas Mrs. Doane Chapman Travis Chapman	Burn-Smith
LONGVIEW.........	KFRO	1370	1,000	Voice of Longview Glover-Crim Bldg. 411	Blue, MBS Texas State KBS	James R. Curtis	....	Burn Smith MacGregor
LUBBOCK..........	KFYO	1340	250	Plains Radio Bcstg. Co. Inc. 914 Ave. J 5567	Blue Lone Star Texas State	Gene A. Howe DeWitt Landis Ruby Lee Leary	.... Frances K. Hawkins W. S. Bledsoe	T-H-S World UP
LUFKIN.............	KRBA	1340	250	Red Lands Broadcasting Assn. Box 755 272	KBS	Ben T. Wilson Darrell E. Yates Darrell E. Yates	Richman Lewin Darrell E. Yates Glenn Perry	Cox & Tanz Standard AP, UP
MIDLAND..........	KRLH	1230	250	Millard Edison 117 S. Lorraine St. 1070	MBS Texas State	Clarence Scharbauer Estate J. M. McDonald Gladys L. McDonald	Steve Briggs .... Jack Cecil	.... MacGregor AP
PALESTINE.........	KNET	1450	100	Palestine Broadcasting Corp. Municipal Bldg. 411	KBS	B. A. Laurie B. A. Laurie John Cohan	Mrs. Emo Laurie John Cohan Eugene R. Kintz	Walker Standard UP
PAMPA.............	KPDN	1340	100	R. C. Hoiles Box 901 1100	MBS KBS	E. J. Hanna Wayne Phelps Tom White	Don Boles Wayne Phelps J. E. Thomas	.... World AP
PARIS..............	KPLT	1490	250	North Texas Broadcasting Co. Gibraltar Hotel 1124	Blue, MBS Texas State	A. G. Mayse Ernest T. Jones Donald W. Morgan	Dorothy Thompson Robbie Haynes Al Anglin	.... Standard AP
PECOS.............	KIUN	1400	100	Jack W. Hawkins & Barney H. Hubbs KIUN Bldg. 21	KBS	Jack W. Hawkins Jack W. Hawkins Jack Hawkins	Margaret Hallberg	....
PLAINVIEW.........	KVOP	1400	250	W. J. Harpole and J. C. Rothwell 111 W. 6th St. 1400	KBS	W. J. Harpole W. J. Harpole W. J. Harpole	J. E. Stanton W. J. Harpole Jessee Simms	.... Standard AP
PORT ARTHUR.....	KPAC	1250	1,000	Port Arthur College	MBS	....	....	.... Standard AP, INS
SAN ANGELO.......	KGKL	1400	250	KGKL Inc. St. Angelus Hotel 6715	MBS, Blue Texas State	H. C. Ragsdale Lewis O. Seibert Myrl Stein	Evelyn Preston Joecile Coffman Frank Jones	Pearson MacGregor AP
SAN ANTONIO 5....	KABC	1450 CP-680	250 CP-50,000-LS 10,000-N	Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126	Blue Texas State	R. Early Willson Charles W. Balthrope	Mrs. Clyde A. Wendt .... Paul Wolf	Weed UP, AP
SAN ANTONIO 5....	KMAC	1240	250	Walmac Company Nat'l Bank of Commerce Bldg. Cathedral 6211	MBS Texas State	Howard W. Davis Howard W. Davis M. B. McDonald	A. S. Bessan W. P. Smythe Charles F. Harris	.... INS
SAN ANTONIO 6 ...	KONO	1400	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	....	Eugene J. Roth James M. Brown James M. Brown	Stanley A. Cox Fred Hammond George W. Ing	Forjoe MacGregor Lang-Worth AP
SAN ANTONIO 6 ...	KTSA	550	5,000-LS 1,000-N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	Gene A. Howe G. W. Johnson	Douglas Romine C. D. Lutz W. G. Egerton	T-H-S Thesaurus Lang-Worth UP
SAN ANTONIO	WOAI	1200	50,000	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC Texas Quality	Hugh A. L. Halff Hugh A. L. Halff Cecil K. Beaver	Harold H. Carr Fred A. Peery Fred Sterling	Petry Standard Associated AP, INS

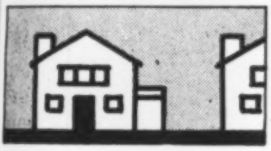
More than

5 to 1 for your money!

WOAI ↓



Station "B" ↓



Your penny spent on WOAI opens the doors to 7.6 homes.*

Your penny spent on Station B# in San Antonio opens the doors to 1.4 homes.

That's why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

** From the latest C. E. Hooper Survey, metropolitan and urban, and a postcard questionnaire survey of the rural box holders, by Ernst & Ernst.*

# The only other San Antonio station having regional coverage.

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

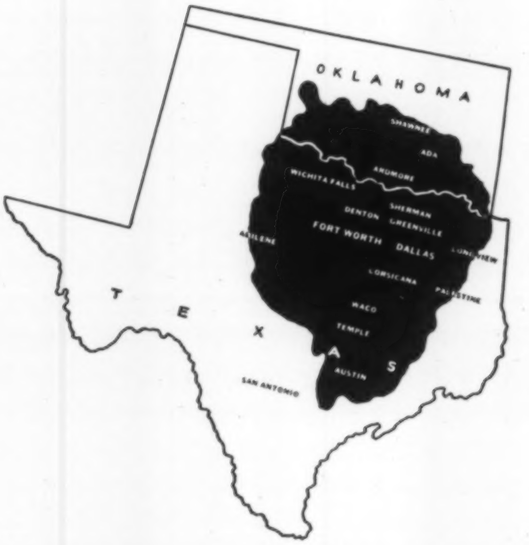
WOAI
San Antonio

Represented Nationally by EDWARD PETRY & CO

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

KGKO

for low cost, effective coverage of the SOUTHWEST


OKLAHOMA
SHAWNEE
ADA
ARDMORE
WICHITA FALLS
SHERMAN
DENTON
GREENVILLE
FORT WORTH
DALLAS
ABILENE
LONGVIEW
CORSICANA
PALESTINE
WACO
TEMPLE
AUSTIN
SAN ANTONIO
TEXAS

SERVING *126 COUNTIES IN TEXAS AND OKLAHOMA . . . .

POPULATION 4,056,753

RADIO HOMES 728,600

* Daytime Coverage

AFFILIATED WITH
THE DALLAS MORNING NEWS
THE FORT WORTH STAR-TELEGRAM

KGKO

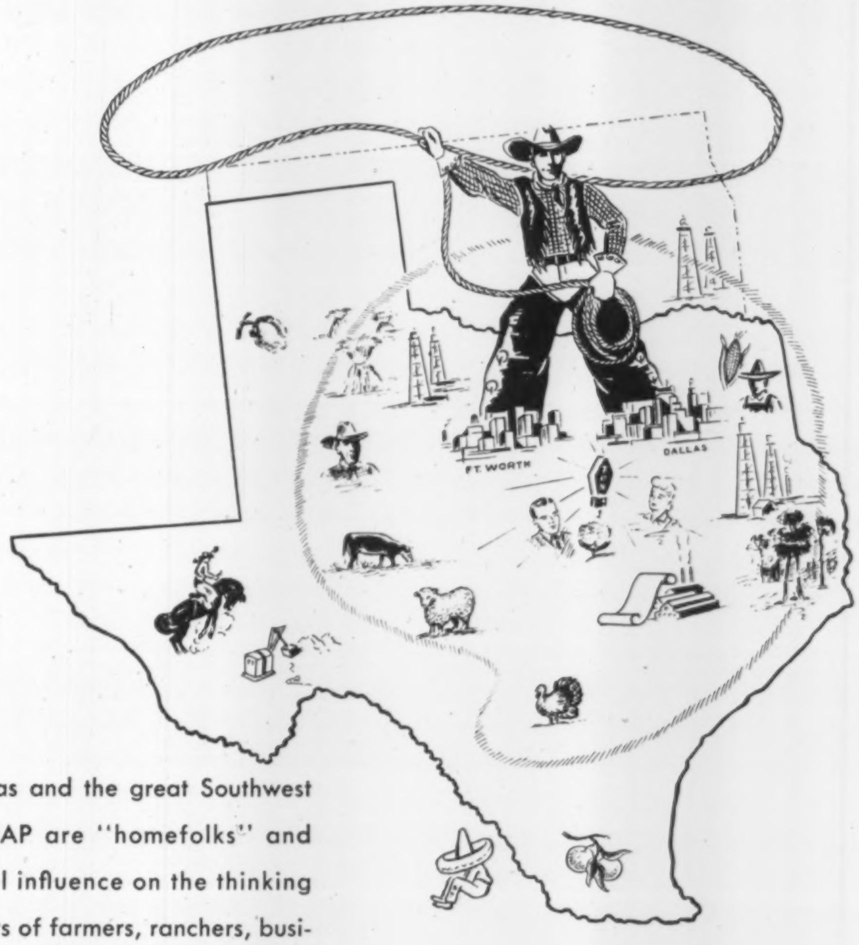
5000 WATTS • 570 KC.

FORT WORTH • DALLAS, TEXAS
BLUE NETWORK AFFILIATE
KEY STATION LONE STAR CHAIN

National Representatives
EDWARD PETRY & CO., INC.

Lasso THE RICH SOUTHWEST MARKET

METROPOLITAN DALLAS AND FORT WORTH
RICH SUBURBAN OIL COMMUNITIES
RURAL FARM AND RANCH SECTIONS



Down in Texas and the great Southwest WFAA and WBAP are "homefolks" and have a powerful influence on the thinking and buying habits of farmers, ranchers, business men and housewives. You can talk business to these folks through these Stations—on a Clear Channel at 820 Kc.

DALLAS **WFAA-WBAP** **FORT WORTH**

LARGEST 50,000-WATT COVERAGE IN THE UNITED STATES

National Representatives . . . **EDWARD PETRY & CO.**

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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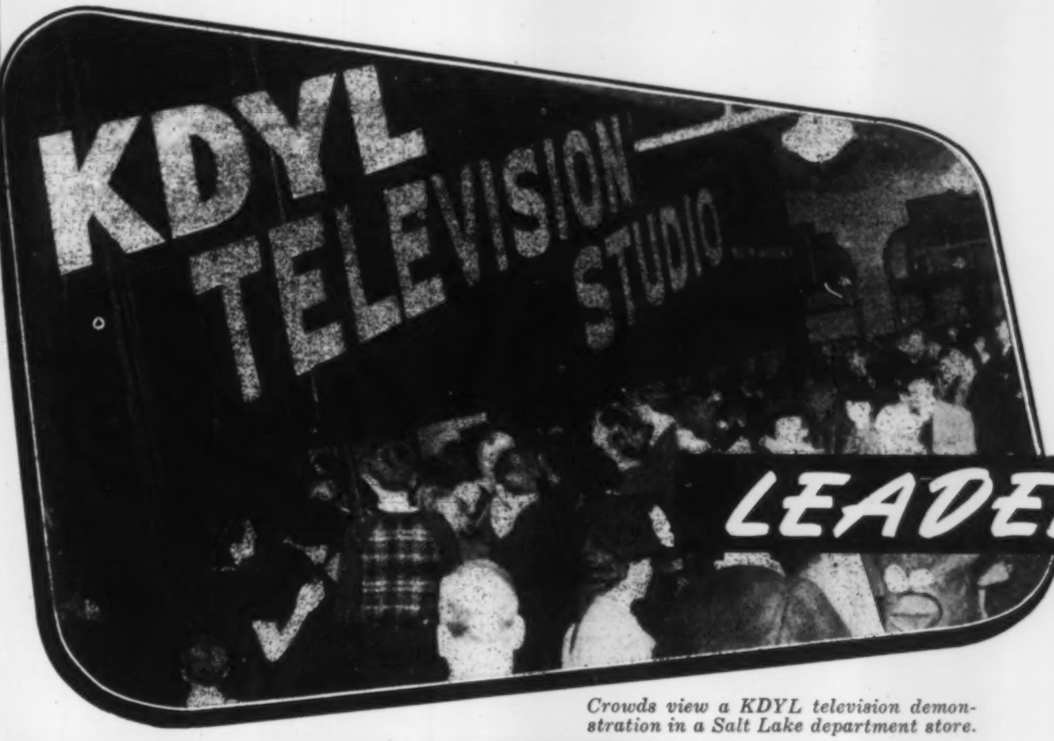
(Data corrected to January 1, 1945)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
SHERMAN	KRRV	910	1,000	Red River Valley Bcstg. Corp. 421 N. Crockett St., Sherman Fannin & Owing St., Denison Sherman 201 Denison 423	MBS Texas State	G. H. Wilcox L. L. Hendrick, Sherman B. V. Hammond Jr., Denison	Eloise Jouvenat, Shrm. W. W. Shelley, Denison .... Tom John	Pearson World Standard UP
SWEETWATER	KXOX	1240	250	Sweetwater Radio Inc. Hi-way 70 2841	KBS	J. S. McBeath J. Harley Hubbard J. Harley Hubbard	Doyce R. Elliott .... George W. Dotson	.... Thesaurus UP
TEMPLE	KTEM	1400	250	Bell Broadcasting Co., Inc. Box 186 4646	Blue, MBS Texas State KBS	Frank W. Mayborn Burton Bishop Chas. F. Whitesides Jr.	.... Paul Shaw	Pearson UP
TEXARKANA	KCMC	1230	250	KCMC Inc. 317 Pine St. 832	Blue, MBS Arkansas Texas State	KCMC Inc. Frank O. Myers	....	Pearson Standard AP
TYLER	KGKB	1490	250	East Texas Broadcasting Co. 115 S. College St. 1106	MBS	Jas. G. Ulmer Jas. G. Ulmer E. P. Duffie	Minnie B. Ulmer Jas. G. Ulmer John B. Sheppard	Pearson Standard AP
VERNON	KVWC	1490	250	Northwestern Broadcasting Co. 1813 Wilbarger St. 1048	MBS KBS	R. H. Nichols W. D. Dixon W. D. Dixon	Loretta Withers .... Herman Ridgway	.... AP
VICTORIA	KVIC	1340	250	Radio Enterprises Inc. Bank & Trust Bldg. 2172	KBS	Morris Roberts Jerry Fisher Jerry Fisher	Margaret True .... Robert McCown	.... Standard World UP
WACO	WACO	1450	250	Frontier Broadcasting Co. Inc.	Blue, MBS Texas State	....	....	.... UP, AP
WESLACO	KRGV	1290	1,000	KRGV Inc. Weslaco 375	NBC Lone Star	T. E. Snowden Archie J. Taylor Archie J. Taylor	Dick Watkins .... Lewis Hartwig	T-H-S Standard Thesaurus UP
WICHITA FALLS	KWFT	620	5,000–LS 1,000–N	Wichita Broadcasters Kemp Hotel 4182	CBS	Joe B. Carrigan Charles E. Clough Charles E. Clough	Bea Montgomery John R. White John H. Adams	Raymer Standard UP

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CEDAR CITY	KSUB	1340	250	Southern Utah Bcstg. Co. 591 W. Second So. 398	CBS	Ivor Sharp Lennox Murdoch Hurschell Urie	Melvin Rowley .... H. Urie	.... AP, UP
LOGAN	KVNU	1230	250	Cache Valley Broadcasting Co. 1393 N. Main St. 1400	MBS Intermountain KBS	Reed Bullen Reed Bullen Fred Sears	Paul Coburn Fred Sears Carroll Secrist	McGillvra MacGregor UP
OGDEN	KLO	1430	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 5721	MBS Intermountain	A. L. Glasmann George B. Morgan Lynn L. Meyer	Kenyon R. Bennett Lynn L. Meyer W. D'Orr Cozzens	McGillvra Standard UP
PRICE	KEUB	1450	250	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain KBS	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards	....
PROVO	KOVO	1240	250	KOVO Broadcasting Co. 108 W. Center 1680	MBS Intermountain	Clifton A. Tolboe Clifton A. Tolboe S. Garn Carter	Shirl Black Melvyn Standage Parley Rasmussen	McGillvra Thesaurus UP
SALT LAKE CITY	KALL (Construction permit)	910	1,000	Salt Lake City Bcstg. Co.	....	....	....	....
SALT LAKE CITY 1	KDYL	1320	5,000	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. 5-2991	NBC	S. S. Fox S. S. Fox George A. Provol	Alvin G. Pack Frank K. Baker John M. Baldwin	Blair World Thesaurus UP, INS
SALT LAKE CITY 1.	KNAK (Construction permit)	1400	250	Granite District Radio Bcstg. Co.	....	Howard D. Johnson	....	....
SALT LAKE CITY 1	KSL	1160	50,000	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	CBS	J. Reuben Clark Jr. Ivor Sharp E. J. Broman	Ralph W. Hardy H. Perry Driggs C. Richard Evans	Petry Associated MacGregor Lang-Worth Standard AP, UP
SALT LAKE CITY 1	KUTA	570	5,000	Utah Broadcasting Co. 29 S. State 3-2737	Blue	Frank C. Carman Frank C. Carman Jack C. Burnett	.... James H. Lawrence Lyle Wahlquist	Katz MacGregor Standard UP



LEADERSHIP

Crowds view a KDYL television demonstration in a Salt Lake department store.

FACTURING and INDUSTRY
KDYL presents
RCA TELEVISION

A prize-winning steer is televised at the Utah State Fair as a feature of the KDYL demonstration.

FOR years a leader in radio broadcasting, KDYL is far ahead of the field in preparations for television. This progressive station has been granted a license by the FCC for experimental television broadcasting. The first station west of the Mississippi to have such a license. We have already given television demonstrations at the Utah State Fair and other exhibitions and at department stores, where thousands of people have had an introduction to this living medium. KDYL today is the nation's most advanced independent station in the television field.

An Indian Chief faces the television camera in the KDYL studio—probably the first red man to be televised.

National Representative
JOHN BLAIR & CO.

KDYL
SALT LAKE CITY
UTAH'S **NBC** STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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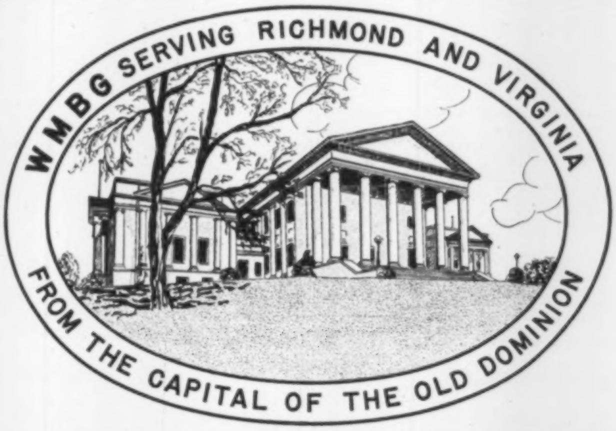
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libra News Servic
BURLINGTON	WCAX	620	1,000	WCAX Broadcasting Corp. 137 Main St. 2000	CBS	C. P. Hasbrook C. P. Hasbrook Joseph Smith	.... John C. Quill	Weed Associated UP
RUTLAND..........	WSYB	1380	1,000	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee KBS	Philip Weiss J. H. Weiss J. H. Weiss	.... Norval K. Ramson Jr.	McGillvra MacGregor Foster UP
ST. ALBANS........	WWSR	1420	1,000-D	Vermont Radio Corp. 32 N. Main St. 1390	KBS	Lloyd E. Squier Winston L. Blake L. E. Squier	.... Theodore Boisvert	Bannan Wilson MacGregor World UP
WATERBURY.......	WDEV	550	1,000-D	Radio Station WDEV 8 Stowe St. 13	Yankee KBS	Lloyd E. Squier William G. Ricker Lloyd E. Squier William G. Ricker	Tom Dodd Lloyd E. Squier Harold Grout	Wilson World UP

VIRGINIA

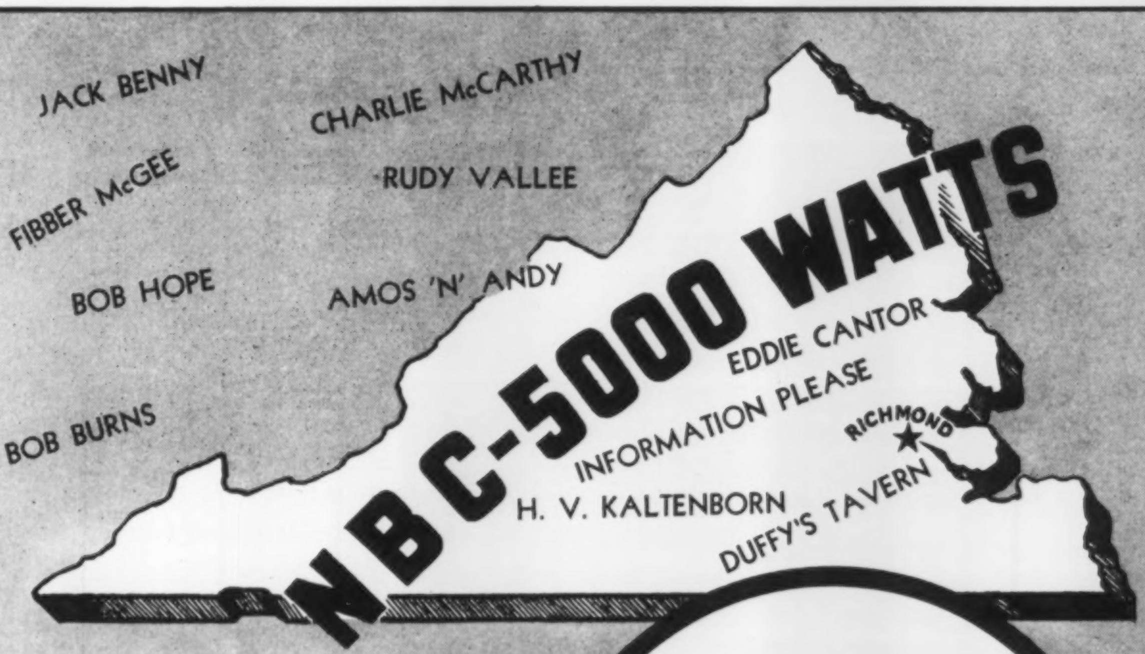
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libra News Servic
ALEXANDRIA.......	WPIK (Construction permit)	730	250-D	Potomac Broadcasting Corp.	....	Howard B. Hayes	.... Carl L. Lindberg	.... World
CHARLOTTESVILLE.	WCHV	1450 CP-1240	250	Barham & Barham 4th & E. Market Sts. 2500	Blue KBS	Charles Barham Jr. Charles Barham Jr. Randy Bean	Randy Bean Nat Martin Walter Gray	Cox & Tanz Standard Associated UP
COVINGTON........	WKEY	1340	250	Earl M. Key Box 629 840	Blue KBS	Earl M. Key Harold B. Hodges Harold B. Hodges	Ina Humphries .... James Garber	.... World UP
DANVILLE..........	WBTM	1400	250	Piedmont Broadcasting Corp. Hotel Danville Bldg. 2350	Blue Tri-City	L. N. Dibrell R. Sanford Guyer A. C. Evans	William P. Heffernan Edward G. Gardner Harry W. Spencer	Tri-City Lang-Worth AP
FREDERICKSBURG .	WFVA	1290 CP-1230	250-D CP-250-U	Fredericksburg Broadcasting Corp. Farmers Creamery Bldg. 1260	Blue KBS	Richard F. Lewis Jr. Richard F. Lewis Jr.	Nan Winkler .... Phillip Whitney	Burn-Smith
HARRISONBURG ...	WSVA	550	1,000-D	Shenandoah Valley Bcstg. Corp. Harrisonburg 875	....	F. L. Allman Chas. P. Blackley R. B. Harrington	R. H. Johnson .... W. L. Braun	Wilson World UP
LYNCHBURG.......	WLVA	1230	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	Blue	Edward A. Allen Philip P. Allen John P. Read Jr.	Evelyn M. Hamlet Philip P. Allen John T. Orth	Tri-City Lang-Worth Standard AP
MARTINSVILLE.....	WMVA	1450	250	Martinsville Bcstg. Co. Inc. Martinsville 2152	NBC KBS	William C. Barnes John W. Shultz C. Robert Ray	.... Charles F. Adams Dewey W. Muse	Wilson AP
NEWPORT NEWS...	WGH	1340	250	Hampton Roads Bcstg. Corp. Portlock Bldg. Norfolk 2-7031	Blue	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	J. A. Black Edward E. Edgar William P. Grether	Burn-Smith Lang-Worth Standard AP
NORFOLK 10.......	WTAR	790	5,000	WTAR Radio Corp. National Bank of Commerce Bldg 2-5671	NBC	P. S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Frances McLeod Julius L. Grether	Petry Standard AP, UP
PETERSBURG......	WBHD (Construction permit)	1240	250	Southside Virginia Broadcasting Corp.	....	....	....	....
PORTSMOUTH	WSAP	1490	250	Portsmouth Radio Corp. Professional Bldg. 6383	MBS	Tom Gilman T. W. Aydlett Jack Norfleet	Paul R. Forbes W. O. Fishback Frederic F. Clair	Wilson World UP
RICHMOND.........	.... (Construction permit)	1450-SH	250	Thomas G. Tinsley Jr.	....	....	....	....
RICHMOND 20	*WBBL	1240-SH CP-1450-SH	100 CP-250	Grace Cov. Presbyterian Church 1627 Monument Ave. 5-7491	....	.... M. A. Sitton	C. H. Liesfeld .... R. W. Raabe	....
RICHMOND 21	WMBG	1380	5,000	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC	Wilbur M. Havens Wilbur M. Havens Robert E. Mitchell	Gwendolyn Dalton Jewell Francis Wilfred H. Wood	Blair Lang-Worth MacGregor Thesaurus TP
RICHMOND 13	WRNL	910	5,000	Richmond Radio Corp. 323 East Grace St. 3-3436	Blue	Richmond Newspapers Inc. E. S. Whitlock E. S. Whitlock	G. Mallory Freeman E. S. Whitlock Walter R. Selden	Petry Standard AP
RICHMOND 12......	WRVA	1140	50,000	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS	William T. Reed Jr. C. T. Lucy Barron Howard	I. G. Abeloff C. T. Lucy D. C. Woods	Raymer Lang-Worth World UP
ROANOKE 2........	WDBJ	960	5,000	Times-World Corp. Box 150 8131	CBS	J. P. Fishburn R. P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters World Lang-Worth UP
ROANOKE 7........	WSLS	1240	250	Roanoke Broadcasting Corp. Shenandoah Life Bldg. 9227	Blue Tri-City	Paul C. Buford James H. Moore Horace S. Fitzpatrick	Bill Saunders Horace Fitzpatrick Phil Briggs	.... Thesaurus Lang-Worth AP, TP
STAUNTON.........	.... (Construction permit)	1400	250	Charles P. Blackley				
SUFFOLK..........	WLPM	1450	250	Suffolk Broadcasting Corp. 105 Bank St. 1420	Blue KBS	Fred L. Hart Fred L. Hart Fred L. Hart	Jim S. Hardie Elizabeth Beale Freddie M. Wagner	Sears & Ayer Thesaurus UP
WINCHESTER......	WINC	1400	250	Richard Field Lewis Jr. Kerr Street 4855	Blue	Richard Field Lewis Jr. Richard Field Lewis Jr. Grant Pollock	Grant Pollock Leslie Golliday Richard F. Lewis Jr.	....


WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION

5000 WATTS

WORLD'S **W**IDER **M**EMORABLE **M**ARKET **B**ATTLE **B**ETTER **G**ROUNDS **G**UARANTEE

NBC IN RICHMOND, VA.


JACK BENNY
CHARLIE McCARTHY
FIBBER McGEE
RUDY VALLEE
BOB HOPE
AMOS 'N' ANDY
BOB BURNS
NBC-5000 WATTS
EDDIE CANTOR
INFORMATION PLEASE
RICHMOND
H. V. KALTENBORN
DUFFY'S TAVERN

First in Listeners
(NBC & Local Programs)

First in Greatest Number of Advertisers

First in Results
Greatest Returns Per Dollar Advertising Value

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WMBG

With Shows Alive
Still Tops Them All in '45

REPRESENTED BY JOHN BLAIR CO.

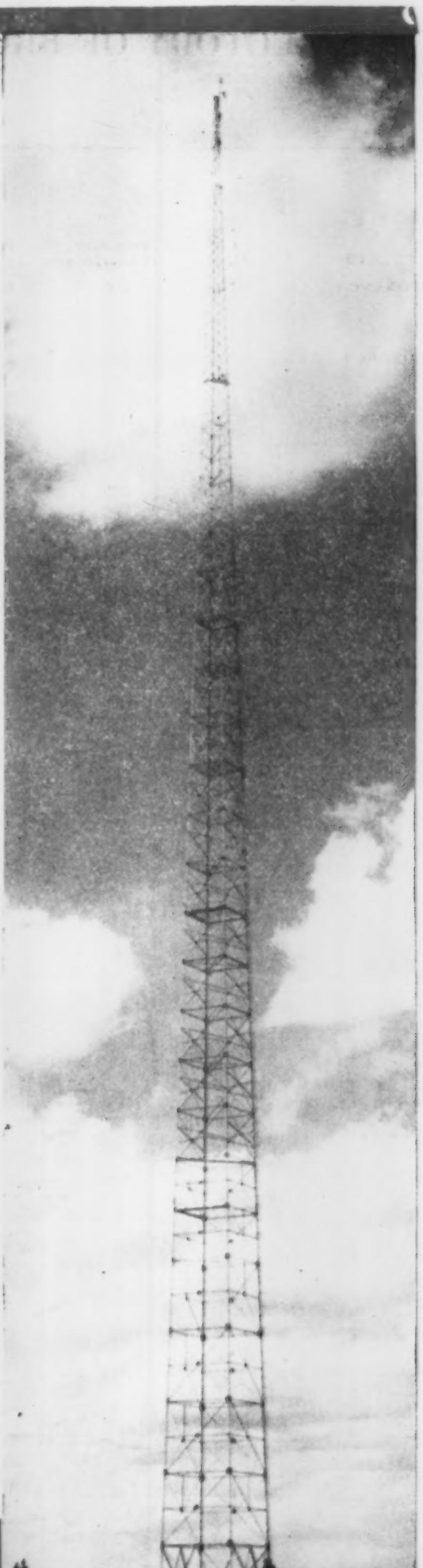
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ABERDEEN	KXRO	1346	250	KXRO Inc. 207½ E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Fred G. Goddard Ross Bates	Art Lindsay Ruth Poindexter Ken Grinde	Wilson Standard UP
BELLINGHAM......	KVOS	790	250	KVOS Inc. 1321 Commercial St. 4200	....	Rogan Jones Rogan Jones Frank Adams	....	.... Standard MacGregor UP
CENTRALIA.........	KELA	1470	1,000	Central Broadcasting Corp. Highway 99 721	MBS Don Lee Pacific	J. Elroy McCaw Mrs. Cecil L. Gwinn Joe Chytil Robert Brister	Elsie Gaylord Schuyler Hill Ellwood Lippencott	Wilson UP
EVERETT...........	KRKO	1400	250	Everett Broadcasting Co. Inc. Everett Main 526	MBS Don Lee Pacific KBS	William R. Taft William R. Taft Donald Glen Wilde	Roy C. Towne .... Roy C. Towne	.... World UP
LONGVIEW	KWLK	1400	250	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee Pacific	C. O. Chatterton C. O. Chatterton Kenneth Evans	Georgia Biddle .... Harry Hale	.... Thesaurus UP
OLYMPIA...........	KGY	1240	250	Tom Olsen Rockway-Leland Bldg. 6636	MBS Don Lee Pacific	Tom Olsen Tom Olsen J. Harris Dorr	Eve Knutson Frank Crewdson Charles Roark	Keating Wilson World UP
PASCO.............	KPKW (Construction permit)	1340	250	Western Radio Corp.	....	....	....	....
PORT ANGELES....	KONP (Construction permit)	1450	250	Evening News Press Inc. 313 W First St. 1700	....	C. N. Webster H. J. McAllister H. J. McAllister	.... H. J. McAllister J. P. Ernst	....
PULLMAN..........	*KWSC	1250 ST-KTW	5,000	State College of Washington Pullman 9021	....	Dr. Wilson M. Compton Glenn Jones	E. C. Barr .... Robert E. Baird	.... Thesaurus UP
SEATTLE 4.........	KEVR	1090	250	Evergreen Broadcasting Corp. Smith Tower Seneca 2056	....	A. W. Talbot Bartley Sims Bartley Sims	Harry Jordan Max Coie Arthur A. Shultz	Rambeau Standard Lang-Worth UP
SEATTLE 1.........	KIRO	710	50,000	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	Saul Haas Louis K. Lear Loren B. Stone Loren B. Stone	R. Spence W. F. Tucker James Hatfield	Free & Peters Standard MacGregor Associated AP, INS
SEATTLE 1.........	KJR	950	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	Blue	O. W. Fisher Birt F. Fisher W. B. Stuht	Bill Moshier Bill Moshier F. J. Brott	Raymer Thesaurus UP
SEATTLE 1.	KOL	1300	5,000	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS Pacific Don Lee	Archie G. Taft Archie Taft Jr. Oliver A. Runchey	Jerry Morris Elizabeth Leonard Perry C. Lind	Blair MacGregor World Standard Associated UP
SEATTLE 1.........	KOMO	1000	5,000	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC	O. W. Fisher Birt F. Fisher W. B. Stuht	Robert Gentry Bill Moshier F. J. Brott	Petry Thesaurus AP
SEATTLE 4.........	KRSC	1150	1,000	Radio Sales Corp. 2939 Fourth Ave. S. Elliott 7900	....	P. K. Leberman Robt. E. Priebe Romig C. Fuller	Ted Bell .... George A. Freeman	.... Associated World Lang-Worth AP
SEATTLE 4.........	*KTW	1250 ST-KWSC	1,000	First Presbyterian Church Seventh Ave & Spring St. Main 2056	....	First Presbyterian Church James S. Ross	Mrs. C. R. Foss .... James S. Ross	....
SEATTLE 1.........	KXA	770 L-WJZ	1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	....	R. F. Meggee Florence Wallace Rodney McArdle	Helen M. Brennan Virginia Rubin John Dubuque	.... MacGregor UP
SPOKANE 8........	KFIO	1230	250	Spokane Broadcasting Corp. 526 Riverside Ave. Riverside 8033	MBS Don Lee Pacific	Arthur L. Smith R. G. McBroom R. G. McBroom	Dorothy Thomson .... Dee Waymire	McGillvra Thesaurus UP
SPOKANE 8........	KFPY	920	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	Frances R. Symons Arthur L. Bright Bryan E. Woolston	R. Wallace Brazeal Richard E. Green George E. Langford	Walker World Lang-Worth MacGregor Standard UP
SPOKANE 8........	KGA	1510	10,000	Louis Wasmer Radio Central Bldg. Main 5383	Blue	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson C. W. Evans	Petry World AP

A LANDMARK
of the Inland Empire—
KHQ's 820-foot Tower.



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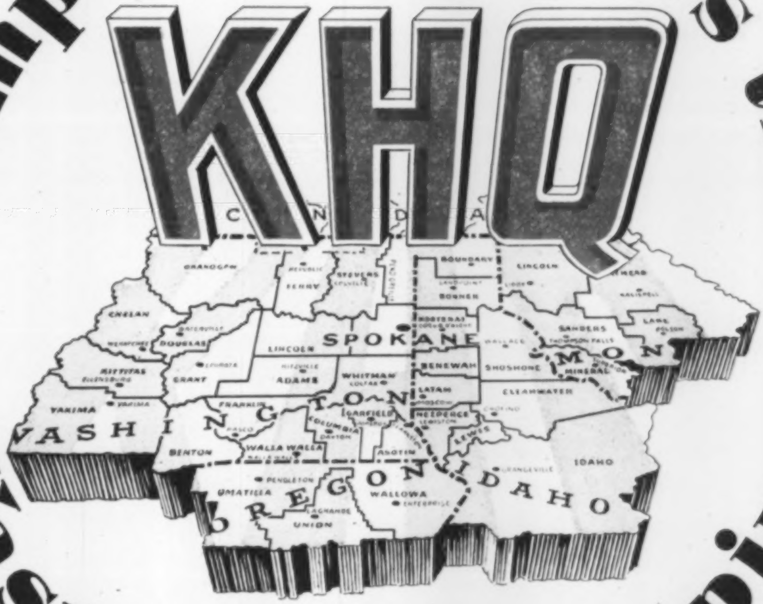
KHQ
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LINCOLN
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KALISPELL
CHELAN
WATERVILLE
WENATCHEE
DOUGLAS
SPOKANE
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COEUR D'ALENE
WALLACE
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DAYTON
PASCO
WASHINGTON
LEWIS
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WALLA WALLA
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IDAHO
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OREGON
WALLOWA
ENTERPRISE
LAGRANDE
UNION
IDAHO

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- **One Market
One Medium
One Station
One COST!**

5000 Watts—590 Kilocycles

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LOUIS WASMER, *INC.*

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

The Only Single Medium *Completely* Covering the Inland Empire

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1945)

WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representa Transc. Li News Serv
SPOKANE 8	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC	Louis Wasmer Harvey Wixson Harvey Wixson	Curtis Roberts Harvey Wixson C. W. Evans	Petry World MacGregor AP
TACOMA 1	KMO	1360	5,000	Carl E. Haymond 914½ Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy Jerry Geehan	Verne E. Sawyer Verne E. Sawyer J. D. Kolesar	McGillvra World UP
TACOMA 2	KTBI	1490	250	Tacoma Broadcasters Inc. Puget Sound Bank Bldg. Broadway 2241	KBS	H. J. Quilliam H. J. Quilliam F. King Mitchell	Burke Ormsby F. King Mitchell George Cole	.... Standard Associated AP, UP
TACOMA 2	KVI	570	5,000	Puget Sound Bcstg. Co. Inc. Rust Bldg. Broadway 4211	....	Vernice Irwin Mrs. E. M. Doernbecher Vernice Irwin Earl T. Irwin	Lawrence Huseby .... Raymond Griese	Hollingbery Griffith Associated MacGregor Lang-Worth AP
VANCOUVER	KVAN	910	500-D	Vancouver Radio Corp. 707½ Main St. 150	....	Sheldon F. Sackett Ben E. Stone S. W. McCready Marion Sexton	Charlene Jackson .... S. W. McCready	Grant Lang-Worth Standard UP
WALLA WALLA	KUJ	1420	1,000	KUJ Inc. Second & Rose 1230	MBS Don Lee	H. E. Studebaker H. E. Studebaker Norval Armes	Robert Dunton .... Milton MacLafferty	Wilson World UP
WENATCHEE	KPQ	560	1,000	Wescoast Broadcasting Co. 2nd & Columbia Sts. 45	Blue	Rogan Jones Helen Wylie Helen Wylie	Mildred Dahlhauser Helen Wylie R. B. Sutton	McGillvra Thesaurus UP
YAKIMA	KIT	1280	1,000	Carl E. Haymond 414½ E. Yakima Ave. 8115	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy Harrison A. Miller	C. H. Carlson William Hansen H. B. Murphy	McGillvra Keating World AP, UP
YAKIMA	KTYW	1460	500	Cascade Broadcasting Co. Inc. Box 702 6104	....	A. W. Talbot Bartley Sims F. S. O'Halloran	E. J. Hamilton F. S. O'Halloran David W. Gordon	.... Lang-Worth Thesaurus AP

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Represent Transc. L News Se
BECKLEY	WJLS	560	250-LS 100-N	Joe L. Smith Jr. 101½ Main St. 7311	CBS	Joe L. Smith Jr. Virginia N. Cooper John T. Gelder Jr.	Terrence M. Harcourt .... Al J. Ginkel	Burn-Smith Lang-Worth Standard UP
BLUEFIELD	WHIS	1440	1,000-LS 500-N	Daily Telegraph Printing Co. 623 Commerce St. 7114	NBC	H. I. Shott H. I. Shott Jr. P. T. Flanagan	.... P. T. Flanagan	Katz MacGregor World UP
CHARLESTON 24	WCHS	580	5,000	Charleston Broadcasting Co. 1016 Lee St. 28-131	CBS W. Va.	Capt. John A. Kennedy USNR (on leave) Howard L. Chernoff Howard L. Chernoff	Joseph J. Herget Elizabeth Camp Odes E. Robinson	.... Standard World AP, UP
CHARLESTON 30	WGKV	1490	100	Kanawha Valley Bcstg. Co. 208½ Dickinson St. Capitol 37-541	NBC	R. M. Venable E. R. Custer Joseph B. Matthews Robert L. Bowles	Phil Vogel Phil Vogel Melvin Swillinger	McGillvra Standard Thesaurus UP
CLARKSBURG	WBLK	1400	250	Charleston Broadcasting Co. 444½ W. Pike St. 3040	NBC W. Va.	Capt. John A. Kennedy USNR (on leave) G. C. Blackwell G. C. Blackwell	.... G. C. Blackwell Joseph A. Wright	Branham World AP, UP
FAIRMONT	WMMN	920	5,000	Monongahela Valley Bcstg. Co. 208 Adams St. 3100	CBS	Lt. Comdr. George B. Storer (on leave) Stanton P. Kettler Stanton P. Kettler	Frank Lee .... Robert D. Hough	Blair Standard AP
HUNTINGTON	WSAZ	930	1,000	WSAZ Inc. Keith Albee Theatre Bldg. 4106	Blue W. Va.	Capt. John A. Kennedy USNR (on leave) Marshall L. Rosene John L. Henry	William O. Aldridge Marcia Young Leroy E. Kilpatrick	Branham MacGregor Standard AP
LOGAN	WLOG	1230	250	Clarence H. Frey & Robt. O. Greever Box 720 761	KBS	Clarence H. Frey Robert O. Greever James E. McGowan Jo Ann Humphries	Harmon Calver James McGowan Lloyd Beckworth	Burn-Smith Standard Lang-Worth UP
MORGANTOWN	WAJR	1230	250	West Virginia Radio Corp. 440 Spruce St. 9488	KBS	H. C. Greer Norman Knight Norman Knight	Numa Fabre Jr. Eleanor Negri Ray C. Spence	.... World UP, AP
PARKERSBURG	WPAR	1450	250	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	Capt. USNR John A. Kennedy (on leave) George H. Clinton Geo. H. Clinton	Carl Loose Tom Garten Cecil Knowles	Branham Standard AP, UP

KIRO...Seattle

Only 50,000 Watt Station in Pacific Northwest

Flash! Again in 1944 Western Washington and the Puget Sound area are important war production markets. Watch this area for postwar business.

KIRO
CBS, 50,000 WATTS
SEATTLE, WASHINGTON

710 kc

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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *SH—Specified Hours.* *U—Unlimited.* *CP—Construction Permit Issued.*
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(Data corrected to January 1, 1945)

WEST VIRGINIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
WELCH.............	WBRW	1340	250	McDowell Service Co. Riverside Drive 818	KBS	John W. Blakely Jerry H. Metz Jerry H. Metz	Johnnie Villani Jerry Metz Jerry H. Metz	Forjoe Associated AP
WHEELING.........	WKWK	1400	250	Community Broadcasting Inc. 16th & Market Sts. 5320	CBS	Joe L. Smith Jr. John B. Reynolds John T. Gelder	E. L. Blockinger .... Fred Baker	Weed Standard UP
WHEELING.........	WWVA	1170	50,000	**West Virginia Broadcasting Corp. Hawley Bldg. 5383**	Blue	Lt. Comdr. George B. Storer (on leave) George W. Smith William E. Rine	Lucien B. Clawson Ruth Lee Miller Edwin L. Keim	Blair Thesaurus AP
WILLIAMSON.......	WBTH	1400	250	Williamson Broadcasting Corp. Williamson 1241	....	Mrs. Lewis C. Tierney Alice Shein Alice Shein	Alice Shein .... Robert Ward Bullio	.... World UP

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representat Transc. Lib News Serv
APPLETON.........	WHBY	1230	250	WHBY Inc. 600 S. Lawe St. 1161	MBS Wisconsin	Fr. James A. Wagner J. L. Gallagher W. C. Porshow	Rodger Mueller W. C. Porshow George Merkel	.... Standard AP
ASHLAND..........	WATW	1400	100	Upper Mich.-Wisc. Bcstg. Co. Inc. Northern State Bank Bldg. 1420	MBS No. Central	William L. Johnson J. W. Huss Todd Hogan	Harry Wills J. W. Huss Hine Dahlbacka	Sears & Ay UP
EAU CLAIRE........	WEAU	790	5,000–LS 1,000–N	Central Broadcasting Co. 203 S. Barstow St. 6149	NBC Arrowhead No. Central Northwest	Walter C. Bridges Walter C. Bridges James Clyde Riddle	H. H. Dunavan .... Thorwald Jorgenson	Hollingbery World Lang-Worth AP, UP
FOND DU LAC......	KFIZ	1450	250	Reporter Printing Co. 18 W. First St. 356	MBS	A. H. Lange Lucille A. Fairbanks Wm. E. O'Brien	Joyce A. Bahr .... Wendell S. Meyers	.... INS
GREEN BAY........	WTAQ	1360	5,000	WHBY Inc. Bellin Bldg. Adams 1	CBS Wisconsin	Fr. James A. Wagner Haydn R. Evans Val Schneider	Al Michel Hugh O'Malley Wallace Stangel	Weed MacGregor Thesaurus AP
JANESVILLE........	WCLO	1230	250	Gazette Printing Co. 200 E. Milwaukee St. 2500	MBS Wisconsin KBS	Sidney H. Bliss S. H. Bliss Gordon Downey	Dorothy Alan S. H. Bliss Wayne Clay	Rambeau Lang-Worth AP
LACROSSE..........	WKBH	1410	1,000	WKBH Inc. Radio Bldg. 450	NBC	Howard Dahl Howard Dahl	Berniece Callway .... Al Leeman	Wilson MacGregor Lang-Worth AP
MADISON 6........	*WHA	970	5,000–D	University of Wisconsin Radio Hall, Campus Badger 580	....	C. A. Dykstra H. B. McCarty Wm. G. Harley	Walter Krulevitch .... Jack Stiehl	.... World Standard UP
MADISON 3........	WIBA	1310	5,000	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC	William T. Evjue E. C. Allen	K. F. Schmitt K. F. Schmitt C. W. Wallis	Wilson Associated Standard AP, UP
MANITOWOC.......	WOMT	1240	100	Francis M. Kadow Radio Bldg. 6015	KBS	Francis M. Kadow Francis M. Kadow Maurice Daily	Geo. H. Erdman L. Spertt W. F. Dubin	Regional Radi UP
MARINETTE........	WMAM	570	250–LS 100–N	M & M Broadcasting Co. Radio Park 570	NBC	W. E. Walker Joseph D. Mackin Howard L. Emich	Howard L. Emich Howard L. Emich Martin R. Lund	Wilson Associated UP
MEDFORD..........	WIGM	1490	250	George F. Meyer Medford 5147	KBS	George F. Meyer Irma Meyer A. A. Grossman	Arthur Retzlaff .... Raymond Bohnert (acting)	Cox & Tanz UP
MILWAUKEE 3......	WEMP	1340	250	**Milwaukee Broadcasting Co. 710 N. Plankinton Ave. Marquette 7722**	Blue	Co-Partnership Charles J. Lanphier Charles J. Lanphier	Conrad Rice Charles J. Lanphier Raymond Host	Wilson UP
MILWAUKEE 1......	WISN	1150	5,000	**Hearst Radio Inc. 123 W. Michigan Daly 3900**	CBS	Hearst Radio Inc. Gaston W. Grignon Gaston W. Grignon	Woods O. Dreyfus H. Ellis Saxton N. J. Richard	Katz World Standard UP, INS
MILWAUKEE 1......	WTMJ	620	5,000	**The Journal Co. 333 W. State St. Marquette 6000**	NBC	Walter J. Damm Lewis W. Herzog Russell G. Winnie	R. Bruce Wallace .... D. W. Gellerup (on leave)	Petry Associated MacGregor AP
OSHKOSH..........	WOSH	1490	250	**Oshkosh Broadcasting Co. 151½ Main St. 4580**	Blue	Myles H. Johns Ben A. Laird Ben A. Laird	Marjorie Hilliard Robert Nelson Nathan Williams	Regional Rad Standard World UP
POYNETTE.........	WIBU	1240	250	**William C. Forrest Poynette 97R5**	MBS Wisconsin	Wm. C. Forrest Wm. C. Forrest Ralph O'Connor	Sarah Forrest Ralph O'Connor Leonard Doese	.... Standard UP

WHAT PLASMA IS TO FIGHTING MEN -- SMALL TOWNS ARE TO AMERICAN BUSINESS

"Lifeblood"

*BROOKLYN—POP. 1,196
ROCKTON—POP. 1,156
STOUGHTON—POP. 4,743
BRODHEAD—POP. 2,497
*MONROE—POP. 7,217
*NEW GLARUS—POP. 1,607
HARVARD—POP. 3,121
PECATONICA—POP. 1,302
*CLINTON—POP. 1,774
EDGERTON—POP. 3,266
EVANSVILLE—POP. 2,321
*MILTON—POP. 3,101
4,682—POP. ... *LAKE GENEVA
1,358—POP. ..... DARIEN TOWN
4,821—POP. .... *DELAVAN
1,823—POP. .... *EAST TROY
2,382—POP. .... ELKHORN
1,721—POP. .... *SHARON
1,792—POP. .... *WALWORTH
4,350—POP. .... *WHITEWATER
6,153—POP. .. FORT ATKINSON
5,196—POP. ...... *JEFFERSON
1,315—POP. .... *PALMYRA

JANESVILLE
POPULATION
24,592
WCLO
BELOIT
POPULATION
28,734

Includes city and township

23 Cities, Unincorporated Towns and Rural Areas — 78,780.

WCLO's *Primary Market*

POPULATION 201,129

Effective Buying Income $1,236 Per Capita

As Compared to National Average of $1,103

(1940 United States Census of Business)

Twin City Market—WCLO serves the only Wisconsin county boasting two important cities. Beloit and Janesville, with a combined population of 53,000, are within a 7-mile radius of WCLO's transmitter. Programs originating from each of these cities and complete local news coverage assure advertisers of the lion's share of the potential audience.

WCLO's Primary Area has:

Families	57,181
Radio Sets	53,928
Cities and Towns	47
Dairy Farms	16,000
"Effective Buying Income"	$182,000,000
Retail Sales	$ 97,145,300

America is a small-town, small-store nation. Towns less than 25,000 population, together with unincorporated rural areas, embrace 60 per cent of the entire population of the country . . . Towns under 30,000 sustain 57 per cent of the outlets and account for 43 per cent of the retail trade in the United States.

Janesville, Wis. — Heart of Dairyland — Represented by Rambeau.

Radio Station WCLO

Owned and Operated by Gazette Printing Co., Publishers of Janesville Daily Gazette

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.
(Data corrected to January 1, 1945)

WISCONSIN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
RACINE	WRJN	1400	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	MBS Wisconsin KBS	Frank R. Starbuck Harold J. Newcomb Harold J. Newcomb	Garret Adams .... F. Lee Dechant	Radio Sales MacGregor AP, INS
RICE LAKE	WJMC	1240	250	Walter C. Bridges	MBS Arrowhead	....	....	.... AP
SHEBOYGAN	WHBL	1330	1,000-LS 250-N	Press Publishing Co. 636 Center Ave. 1900	MBS Wisconsin	A. Matt Werner G. P. Richards G. P. Richards	Glen James G. P. Richards Herbert J. Mayer	Pearson Standard UP
STEVENS POINT	*WLBL	930	5,000-D	Wisconsin Dept. of Agriculture Reserve St. Main 525	....	Wisconsin Dept. of Agric. F. R. Calvert	W. P. Wichmann .... Walter Ninneman	.... UP
SUPERIOR	WDSM	1230	250	WDSM Inc. Androy Hotel 4451	Blue, MBS No. Central	James J. Conroy Arthur C. Robinson Edward R. Cluett	Elma DeMeire Elinor Barney J. Melvin Laskey	Rambeau AP
WAUSAU	WSAU	1400	250	Northern Broadcasting Co., Inc. Wausau 6521	CBS Wisconsin	Lt. Col. William E. Walker (on leave) Ben F. Hovel J. W. Killeen	Don R. Burt .... Roland W. Richardt	Wilson World UP
WISCONSIN RAPIDS	WFHR	1340	250	William F. Huffman 143 W. Grand Ave. 1340	MBS Wisconsin	William F. Huffman George T. Frechette Bruce G. Beichl	Arnie Strope George T. Frechette Garth N. Bowker	.... Standard AP

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
CASPER	KDFN	1470	1,000	Donald L. Hathaway First & Lennox Sts. 407	....	Donald L. Hathaway Donald L. Hathaway {Donald L. Hathaway Harrison Brewer	Marchus R. Nichols .... D. L. Hathaway	Sears & Ayer Griffith MacGregor Lang-Worth UP
CHEYENNE	KFBC	1240	250	Frontier Broadcasting Co. Plains Hotel 4461	Blue KBS	Tracy S. McCraken Wm. C. Grove Frank Flynn	Jeanette Flynn Frank Flynn Wm. C. Grove	Burn-Smith UP
POWELL	KPOW	1230	250	A. J. Meyer 557 N. Clark St. 222	KBS	A. J. Meyer Del Brandt	.... Del Brandt	Griffith Sears & Ayer Lang-Worth UP
ROCK SPRINGS	KVRS	1400	250	Wyoming Broadcasting Co. 1307 Wyoming St. 93	MBS Intermountain KBS	Marjorie L. McCracken Harold L. McCracken Harold L. McCracken	Marjorie L. McCracken Harold L. McCracken Archie W. Buchanan	.... MacGregor Thesaurus AP
SHERIDAN	KWYO	1400	250	Big Horn Broadcasting Co. 19 N. Main St. 601	KBS	R. E. Carroll Jim Carroll Jim Carroll	Mel Hallock Mel Hallock Bob Crossthwaite	Griffith Sears & Ayer Standard UP

COMBINED BROADCAST SERVICE INCOME STATEMENT 1943

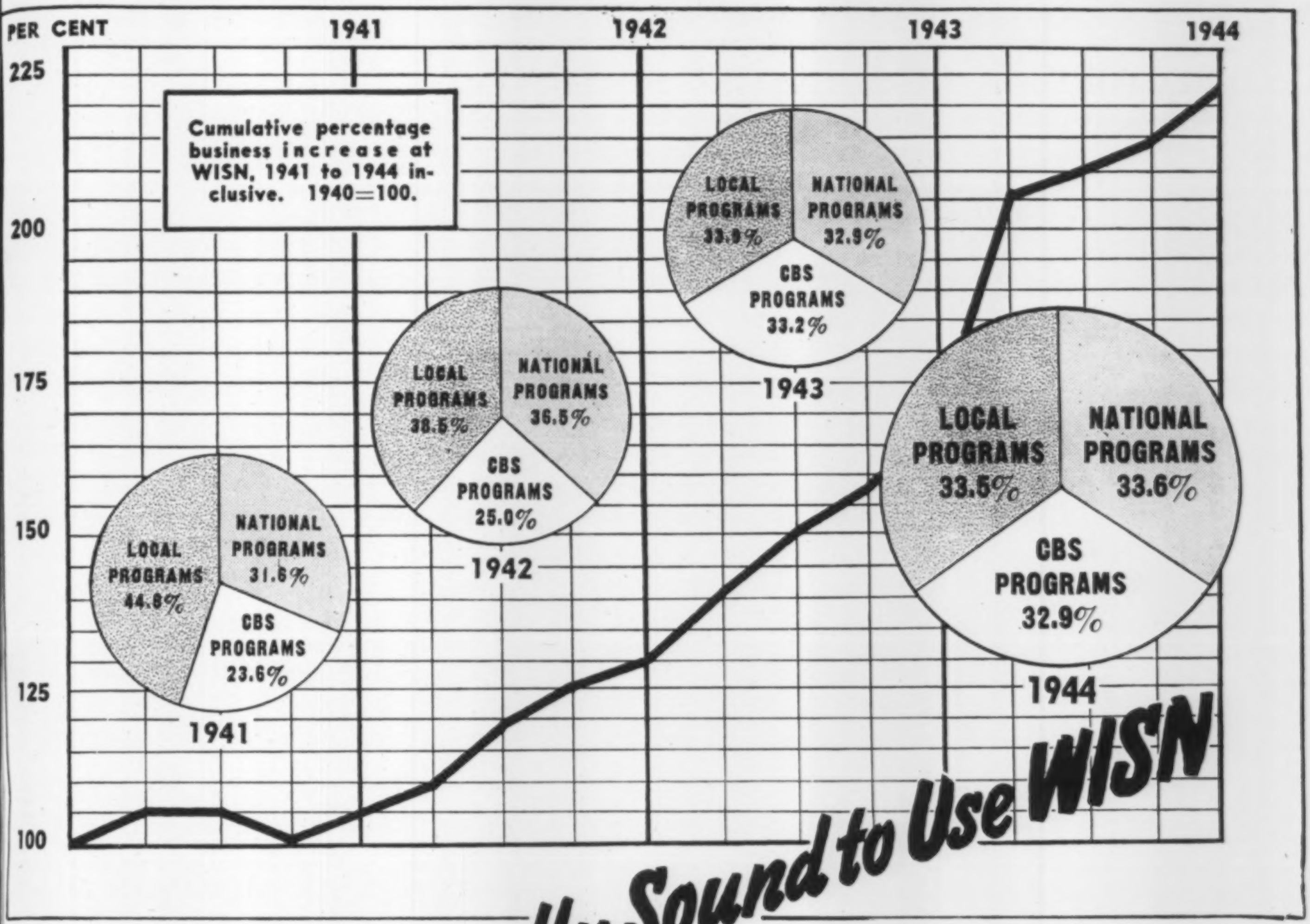
4 Major Networks, 5 Regional Networks and 841 Standard Broadcast Stations

Particulars	Grand total	Networks and their managed and operated stations [1]			819 Othe statio
		Networks including 9 key stations of major networks	22 Other managed and operated stations	Total	
A. Revenues from Sale of Time:					
1. Network time sales by—					
a. Major networks	$104,243,322	$66,520,700	$2,883,784	$69,404,484	[2] $34,838,
b. Regional networks	4,290,788	3,021,598	571,903	3,593,501	[2] 697,
c. Miscellaneous networks and stations	965,720	....	....	....	[2] 965,
Total	109,499,830	69,542,298	3,455,687	72,997,985	36,501,
Deduct—Payments to foreign stations and elimination of miscellaneous duplications	4,854,145	4,191,604	....	4,191,604	662,
Revenue from network time sales	104,645,685	65,350,694	3,455,687	68,806,381	35,839,
2. Non-network time sales to—					
a. National and regional advertisers and sponsors	59,352,170	5,021,222	4,207,196	9,228,418	50,123,
b. Local advertisers and sponsors	64,104,309	2,505,985	3,418,546	5,924,531	[3] 58,179,
Total revenue from non-network time sales	123,456,479	7,527,207	7,625,742	15,152,949	108,303,
Total revenues from time sales	228,102,164	72,877,901	11,081,429	83,959,330	144,142,
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	32,398,011	[4] 17,148,541	1,196,488	18,345,029	14,052,
Net revenue from time sales	195,704,153	55,729,360	9,884,941	65,614,301	130,089,
B. Revenue from incidental broadcast activities:					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations	9,362,315	3,818,578	569,650	4,388,228	4,974,
Commissions, fees and profits from obtaining or placing talent	641,395	400,499	5,183	405,682	235,
Sundry broadcast revenues	9,609,911	5,883,705	374,426	6,258,131	3,351,
Total revenues from incidental broadcast activities	19,613,621	10,102,782	949,259	11,052,041	8,561,
Total broadcast revenues	215,317,774	65,832,142	10,834,200	76,666,342	138,651,
C. Total broadcast expenses of networks and stations	148,842,188	45,932,587	7,096,060	53,028,647	95,813,
D. Broadcast income (before Federal income tax)	66,475,586	19,899,555	3,738,140	23,637,695	42,837,

[1] Stations licensed to major and regional networks, and those licensed to others, but managed by networks as to program, time or sales.
[2] Includes $44,492, $35,642 and $31,511 as major, regional and other network time sales, respectively, of $111,645 reported by licensees of stations with total time sales of less than $25,000.
[3] Since stations with total time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional non-network busine
[4] Of this amount $15,456,295 is applicable to the sale of network time, column (3), line 6, while the remainder and amounts shown in columns (5) and (7), line 14, are applicable to amo
reported on line 12, in respective columns.

Source: Annual Financial Reports (F.C.C. Form 324)

Prepared by Accounting, Statistical and Tariff Departme



Why It's Basically Sound to Use WISN

BASICALLY SOUND

. . . because WISN has achieved and is maintaining the ideal 1-1-1-distribution of commercial programs. (One-third national; one-third local; one-third network.)

BASICALLY SOUND

. . . because each year since 1940 business on WISN has increased and each year the increase HAS BEEN GREATER than in the previous year.

BASICALLY SOUND

. . . because more advertisers are placing more business with WISN year in—year out. If YOU want results in the Milwaukee area, you can get them on the station with the listener (and the advertiser) preference. Try us and see. You'll be glad you did.

WISN

WISN MILWAUKEE

GASTON W. GRIGNON, General Manager

5,000 WATTS DAY AND NIGHT • A COLUMBIA NETWORK STATION

THE KATZ AGENCY, INC.—NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. SH—Specified Hours. U—Unlimited. CP—Construction Permit Issued. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization.*

(Data corrected to January 1, 1945)

(Territories and Possessions)

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANCHORAGE.......	KFQD	790	1,000	Alaska Broadcasting Co. Box 1040 Main 143	KBS	Wm. J. Wagner Ken Laughlin Walter L. Read	Ken Laughlin Walter L. Read David O. Fields	Pan American INS, TP
FAIRBANKS........	KFAR	610 SA-660	5,000 SA-10,000	Midnight Sun Broadcasting Co. Box 910 East 380	....	Capt. A. E. Lathrop Alvin O. Bramstedt	Dorothy Ann Simpson .... August G. Hiebert	.... World Standard AP, UP
JUNEAU............	KINY	1460	5,000	Edwin A. Kraft American Bldg., Seattle	....	Edwin A. Kraft Henry M. Hogue Henry M. Hogue	Gordon Chandler Henry M. Hogue Murray Durham	Spot Sales MacGregor INS
KETCHIKAN........	KTKN	930	1,000	Edwin A. Kraft Radio Bldg.	....	Edwin A. Kraft Henry M. Hogue Henry M. Hogue	Gordon Chandler .... Murray Durham	Spot Sales Northwest MacGregor INS

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Serv
HILO...............	KHBC	1230	250	Hawaiian Bcstg. System Ltd. 1283 Kalanianaole St. 7877	CBS	J. Howard Worrall Alfred H. Green	.... William Dirks	Blair World Associated
HONOLULU 9.......	KGMB	590	5,000	Hawaiian Bcstg. System Ltd. 1534 Kapiolani Blvd. 2323	CBS	J. Howard Worrall	Owen Cunningham .... Ernest Lindemann	Blair World MacGregor Associated AP
HONOLULU.........	KGU	760 L-WJR	2,500	Advertiser Publishing Co. Ltd. Advertiser Square 2311	NBC	Lorrin P. Thurston M. A. Mulrony Peter Simmons	Kenton Case Robert S. Thurston M. A. Mulrony	Katz Thesuarus TP, INS
LIHUE KAUAI......	KTOH	1490	250	Garden Island Pub. Co. Ltd. Lihue, T. H. 261	....	C. J. Fern C. J Fern C. B. Taylor	Ray F. Sasaki Carol Albao Jack Wada	Blair Standard

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representati Transc. Libr News Servi
ARECIBO...........	WKVM (Construction permit)	1230	250	American Colonial Bcstg. Corp.	....	....	....	....
MAYAGUEZ.........	WPRA	990	5,000-LS 1,000-N	Puerto Rico Advertising Co. Box 869 269	....	Andres Camara Andres Camara Maria Alvarez	Alice Moreda .... Ralph P. Perry	.... TP
PONCE.............	WPAB	1370	1,000	Portorican-American Bcstg. Co. Inc. Leon St. 18 783	....	Pedro Juan Serralles Miguel Soltero Palermo Anton Miro	Domingo Colon Suris .... Jose M. Sepulveda	....
PONCE.............	WPRP	1420	250	Julio M. Conesa	....	....	....	....
SAN JUAN.........	WIAC	580	5,000	Radio Station WIAC	....	....	....	.... Standard
SAN JUAN.........	WKAQ	620	5,000	Radio Corp. of Porto Rico Box :746 2014	CBS	Leonard Jacob II Edward J. Powell Jose C. Irizarry	Manuel Ochoa Edward J. Powell Angel P. del Valle	.... Associated TP
SAN JUAN.........	WNEL	1320	5,000	Juan Piza	....	....	....	....

Farnsworth engineers..

AT YOUR SERVICE

• WRITE FOR A COPY OF
"The Story of Electronic Television"
— a new brochure for which you'll have many uses.

You can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television . . . FM and AM reception and transmission . . . Radar . . . phonograph reproduction . . . acoustics . . . record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment . . . drawing upon a rich experience of more than 19 years in electronics research and development . . . a guarantee of leadership.

. . . And they will welcome your questions regarding all phases of radio and television transmission and reception. You'll find Farnsworth engineers leading in more and more fields . . . Farnsworth experience and Farnsworth equipment belong in your plans for the future.

FARNSWORTH

Television · Radio · Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart; the Capehart-Panamuse.

Directory of
BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night** **LS—Operates to Local Sunset**

BUP—British United Press **PN—Press News, Radio Subsidiary of Canadian Press** **TP—Transradio Press**
(Affiliated with Associated Press)

NOTE—Only Basic Network Stations Are Given Network Listing. Practically All Canadian Stations Are on Either Trans-Canada or Dominion Sustaining Networks.

ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CALGARY..........	CFAC	960	5,000	Southam Co. Ltd. Southam Bldg. Renfrew 1036	CBC Foothills	Harold R. Carson A. M. Cairns F. R. Shaw	Geoffrey Waddington F. P. Schofield E. C. Connor	Weed All-Canada Associated Thesaurus World PN, BUP
CALGARY..........	CFCN	1010	10,000	Voice of the Prairies Ltd. Toronto General Trusts Bldg. Main 1161	Dominion	H. G. Love H. G. Love E. H. McGuire	Ed Maloney .... Bob Lamb	Wilson Stovin Radio Representatives Standard Lang-Worth UP, PN, BUP, TP
CALGARY..........	CJCJ	1230	100	Albertan Pub. Co. Ltd. 120 7th Ave. W. Main 9966	....	G. Maxwell Bell D. H. Mackay	....	Radio Representatives McGillvra BUP
EDMONTON........	CFRN	1260	5,000	Sunwapta Broadcasting Co. C.P.R. Bldg. 22101	Dominion	G. R. A. Rice G. R. A. Rice A. J. Hopps	G. M. Reid G. M. Reid F. G. Makepeace	Radio Representatives Wilson Standard Lang-Worth BUP
EDMONTON........	CJCA	930	5,000	Edmonton Journal Dirks Bldg. 2-6131	Trans-Canada	Edmonton Journal Gordon S. Henry Rolfe L. Barnes	Dalton Elton Thomas A. Shandro Gordon Shillabeer	Weed All-Canada Thesaurus World PN
EDMONTON........	*CKUA	580	1,000	University of Alberta University of Alberta campus 3-2233	....	University of Alberta J. B. McRae	J. B. McRae .... Roy Usher	....
GRANDE PRAIRIE...	CFGP	1350	1,000	Northern Broadcasting Corp. Ltd. Grande Prairie 153	CBC	C. L. Berry C. L. Berry C. L. Berry	G. H. Cummings G. H. Cummings Gordon L. Sadler	All-Canada Weed United BUP
LETHBRIDGE.......	CJOC	1060	5,000	Lethbridge Broadcasting Ltd. Marquis Hotel 3161	Trans-Canada	W. Watson Norman Botterill John L. Sayers	Cameron A. Perry Lewis R. Roskin John C. Stewart	Weed All-Canada Thesaurus Lang-Worth PN
MEDICINE HAT.....	*CJMH	1490	100	J. H. Yiull	....	....	....	....

BRITISH COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHILLIWACK.......	CHWK	1340	100	Chilliwack Bcstg. Co Ltd. 16 Wellington Ave. 6106	Dominion	{Casey Wells {Jack Pilling .... Jack Pilling	W. G. Teetzel Jack Pilling Frederick Jennings	All-Canada United
KAMLOOPS.........	CFJC	910	1,000	Kamloops Sentinel Ltd. 310 St. Paul St. 1021	Trans-Canada	Ralph E. White Ian Clark Ian Clark	Walter Harwood Jack Carbutt Dave Sharp	All-Canada Weed
KELOWNA..........	CKOV	630	5,000	Okahagan Broadcasters Ltd. Mill Avenue 200	Trans-Canada	J. W. B. Browne J. W. B. Browne Hume A. Lethbridge	Hume A. Lethbridge Hume A. Lethbridge James Browne Junior	Weed All Canada Thesaurus Lang-Worth PN
NELSON............	CKLN	1240	250	News Publishing Co. Ltd. Box 250 19	....	J. B. Stark Joan Orr	....	Stovin Baldwin Standard
NEW WESTMINSTER...	CKNW	1230	250	International Bcstg. Co. Ltd. Hotel Windsor NW 3000	....	William Rea Jr. William Rea Jr. David Armstrong	William Fox Ferdy Baglo Ross McIntyre	Radio Representatives World BUP
PORT ALBERNI....	CKPA	1240	250	Neal Jordan	....	Neal Jordan	....	....
PRINCE RUPERT....	CFPR	1240	50	Northwest Bcst. & Service Co. Ltd. Canadian Broadcasting Corp. 336 Second Ave.	Trans-Canada	CBC—Dr. A. Frigon C. H. Insulander E. A. Weir	C. H. Insulander .... C. H. Insulander	CBC Stovin BUP, PN
TRAIL..............	CJAT	610	5,000	Kootenay Bcstg. Co. Ltd. 815 Victoria St. 737	Trans-Canada	B. A. Stimmel Eric C. Aylen Norman A. Harrod	Frank Meade Norman A. Harrod Frank E. Fleming	Weed All-Canada Thesaurus
VANCOUVER........	CBR	1130	5,000	Canadian Broadcasting Corp. Hotel Vancouver Marine 6121	Trans-Canada	CBC—Dr. A. Frigon Ira Dilworth E. A. Weir	Kenneth Caple .... Basil Hilton	CBC PN
VANCOUVER........	CJOR	600	5,000	CJOR Ltd. 846 Howe St. Marine 6464	Dominion	G. C. Chandler G. C. Chandler D. E. Laws	Ross Mortimer Dorwin Baird	Young Stovin United Thesaurus PN, BUP

CBC
COVERS CANADA

DOMINION NETWORK
(ENGLISH)
29 STATIONS
in the
Maritime, Ontario,
Prairie and British
Columbia Regions

QUEBEC NETWORK
(FRENCH)
Available with
either the Dominion
or Trans-Canada
Network

TRANS-CANADA NETWORK
(ENGLISH)
23 STATIONS
in the
Maritime, Ontario,
Prairie and British
Columbia Regions

CBC RADIO CANADA

Canada's markets from coast to coast are covered by two major CBC Networks. For full information, available times, rates, etc., on the Dominion, Quebec and Trans-Canada Networks, write to

Commercial Department

55 York Street, Toronto

1231 St. Catherine St. West, Montreal

CANADIAN BROADCASTING CORPORATION

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

BRITISH COLUMBIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
VANCOUVER........	CKMO	1410	100	British Columbia Bcstg. System Ltd. 812 Robson St. Marine 1271	....	Mrs. R. J. Sprott R. Wright	....	Wilson Radio Representatives BUP
VANCOUVER........	CKWX	980	5,000	Western Broadcasting Co. Ltd. 543 Seymour St. Marine 3344	MBS Pacific	Arthur Holstead Frank H. Elphicke John N. Hunt	Stuard Mackay Ralph I. Crotty Gordon Fairweather	Weed All-Canada World Lang-Worth PN, BUP
VICTORIA..........	CJVI	1480	5,000	Island Broadcasting Co. Ltd. 630 View St. Garden 2014	Dominion	H. R. Carson M. V. Chesnut Lee Hallberg	Dick Batey Isabel Stewart Joe Sommers	Weed All Canada Thesaurus PN

MANITOBA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRANDON	CKX	1150	1,000	Manitoba Telephone System Eighth St. & Princess Ave. 4532	Dominion	J. E. Lowey W. F. Seller W. T. Grigg	Eric Davies Eric Davies C. E. R. Collins	Stovin Thesaurus BUP
FLIN FLON.........	CFAR	1230	250	Arctic Radio Corp. Ltd. Box 806 290	CBC	J. Mundie G. B. Quinney	....	Stovin McGillvra TP
WINNIPEG.........	CJGX			**(See Yorkton Sask.)**				
WINNIPEG.........	CKRC	630	5,000	Transcanada Communications Ltd. 300 Carlton St. 92-266	Dominion	Victor Sifton G. Gaetz W. J Holden	J. D. Kemp B. Parenteau A. W. Hooper	Weed All-Canada Lang-Worth World Standard PN, BUP
WINNIPEG.........	CKY	990	15,000	Manitoba Telephone System Winnipeg 92-191	Trans-Canada	.... William H. Backhouse A. J. Messner	R. Herb Roberts D. R. P. Coats William A. Duffield	Stovin McGillvra Thesaurus BUP

NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CAMPBELLTON.....	CKNB	950	5,000	Restigouche Bcstg. Co. Ltd. Box 840 8	Dominion	Dr. Charles H. Houde Stan Chapman	.... L. P. Paquet	All-Canada All-Canada Programme
EDMUNDSTON......	CJEM	1240	250	Edmundston Radio Limited 99 Canada Rd. 296	....	Edmundston Radio Ltd. J. D. Boudreau J. G. Cartier	.... J. R. McGough	Stovin PN
FREDERICTON......	CFNB	550	5,000	James S. Neill & Sons Ltd. Fredericton 209	Trans-Canada	John Neill J. Stewart Neill J. Stewart Neill	.... G. B. Cassidy	Weed All-Canada Thesaurus BUP
MONCTON.........	CKCW	1400	5,000	Moncton Bcstg. Co. Ltd. Knights of Pythias Hall 3388	Dominion	Major J. L. Black F. A. Lynds F. A. Lynds	Earl McCarron .... A. J. White	Stovin McGillvra World Lang-Worth BUP
SACKVILLE.........	CBA	1070	50,000	Canadian Broadcasting Corp. United Service Bldg., Halifax, N. S. 3-6188	Trans-Canada	CBC—Dr. Augustin Frigon George R. Young E. A. Weir	George Young .... H. M. Smith	CBC BUP, PN
ST. JOHN..........	CHSJ	1150	5,000	New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-2307	Trans-Canada	Les Bewick L. C. Rudolf George Cromwell	Willard King George Cromwell J. G. Bishop	Stovin McGillvra World PN

We Aim to Serve Canadian Radio

Adam J. Young INCORPORATED

"PN"

CANADA'S RADIO NEWS SERVICE

More Than 5000 Miles of Leased Wires
Carry Teletyped News and Features
To 41 * Canadian Stations

Radio-Styled News by Radio-Trained Writers

From Three Great News Services

THE CANADIAN PRESS • REUTERS • THE ASSOCIATED PRESS

PRESS NEWS

METROPOLITAN BUILDING TORONTO

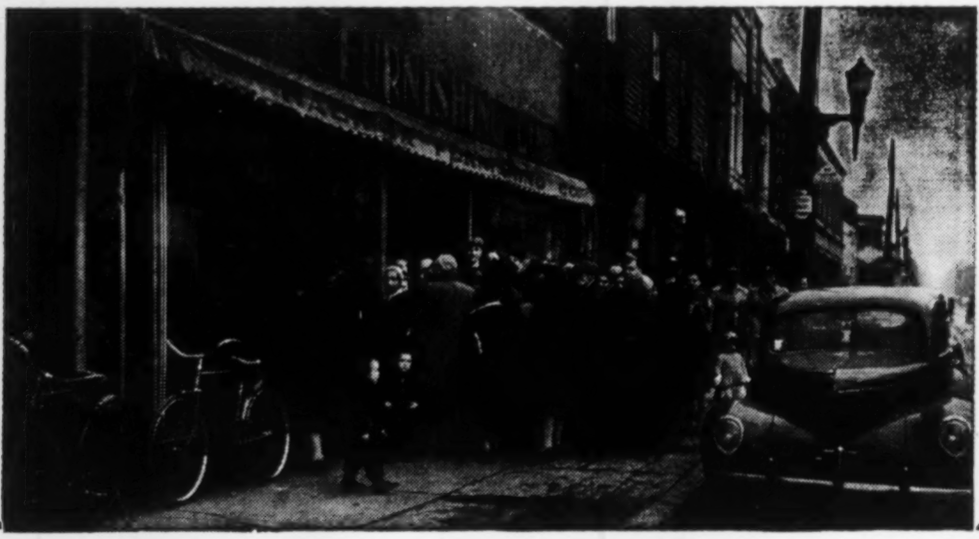
* 41 and more coming

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
ANTIGONISH.......	CJFX	580	5,000	Atlantic Broadcasters Ltd. Broadcasting Bldg. 66	Dominion	Atlantic Broadcasters Ltd. J. Clyde Nunn J. Clyde Nunn	T. C. Robertson Daniel L. Gallivan Gordon MacDougall	Alexander United PN
HALIFAX...........	CBH	1240	100	Canadian Broadcasting Corp. United Service Bldg. 3-6188	Trans-Canada	CBC—Dr. Augustin Frigon George Young E. A. Weir	George Young .... L. A. Canning	CBC BUP, PN
HALIFAX	CHNS	960	1,000	Maritime Broadcasting Co. Ltd. Broadcasting House 3-8318	Dominion	Andrew W. Robb Major Wm. C. Borrett Harry Stephen	William Strickland Frank Brennan Arthur W. Greig	All-Canada Weed Thesaurus Lang-Worth World PN, BUP
HALIFAX...........	CJCH	1320	1,000	Chronicle Company Ltd. Lord Nelson Hotel 3-7311	....	Chronicle Company Ltd. Leslie Choyce J. M. Humphreys A. J. Cunningham	A. J. Cunningham .... A. MacWilliams	McGillvra Natl. Broadcast Sales World PN
SYDNEY............	CJCB	1270	5,000	Eastern Broadcasters Ltd. Radio Bldg. 209	Trans-Canada	N. Nathanson N. Nathanson M. Grant	Lloyd McInnis Charles MacDougall A. Vernon	All-Canada Weed Thesaurus United PN
WINDSOR..........	CFAB	1450	100	Avard M. Bishop	....	Avard M. Bishop	....	....
YARMOUTH........	CJLS	1340	100	Gateway Broadcasting Co. Radio Bldg. 500	Dominion	Laurie L. Smith Laurie L. Smith Laurie L. Smith	Ernest LeRoy Mabey .... Donald L. Smith	All-Canada Weed PN



CHNS

SHORT WAVE

CHNX

No! It's not murder!!...
and that's not blood on the sidewalk!!

This crowd is waiting to get tickets for "NAME IT 'N TAKE IT," one of the live shows sponsored on CHNS by a local Furniture Firm. This is only one of many reasons why CHNS continues to "pull 'em in." On January 1, we drop Trans-Canada, and take on Dominion Network. So, if you want any time on a "fine Station in a fine market," write or wire:

The Maritime Broadcasting Co.

Broadcasting House, Halifax, N. S.

Jos. Weed & Co.,
350 Madison Ave.,
New York

or

All Canada Radio Facilities,
Dominison Square Bldg., Montreal
Victory Building, Toronto

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
BRANTFORD........	CKPC	1380	100	Telephone City Broadcast Ltd. 49 Colborne St. 625	....	Mrs. J. D. Buchanan Mrs. J. D. Buchanan Jess Jaffray	Tom Potter Jess Jaffray Albert Teague	Alexander World United BUP
BROCKVILLE.......	CFBR	1450	100	J. C. Whitby Fulford Bldg. 4628	Dominion	J. C. Whitby J. C. Whitby Helen M. Everetts	Louise Campton L. B. Cohan G. W. Andrews	McGillvra Stovin Standard
CHATHAM..........	CFCO	630	100	John Beardall Box 275 2626	Dominion	John Beardall John Beardall Peter A. Kirkey	Peter A. Kirkey Peter A. Kirkey Gordon D. Brooks	.... BUP
CORNWALL........	CKSF	1230	250	Standard-Freeholder, Ltd. 36 Pitt St. 1700	....	H. D. Wightman H. Harrison Flint	.... Mahlon Clark	Stovin World PN
FORT FRANCES.....	CKFI	1340	250	Broadcasting Station CKFI 240 Scott St. 200	....	J. M. Reid G. E. Tonkin G. Prest	J. McLaren .... T. Van Ness	All-Canada BUP
FORT WILLIAM.....	CKPR	580	5,000	Dougall Motor Car Co. Ltd. S. May St. South 315	Trans-Canada	H. F. Dougall J. Basil Scully	.... T. Ross	Wilson Radio Representatives Thesaurus PN
HAMILTON.........	CHML	900	5,000	Maple Leaf Bcstg. Co. Ltd. 36 James St. S. 7-1595	....	Kenneth D. Soble Claude Cain J. Reg Beattie	Tom Darling Ed Stock Bill Crawford	Stovin McGillvra Standard Associated United PN, BUP
HAMILTON.........	CKOC	1150	5,000	Wentworth Radio Bcstg. Co. Ltd. 32 John St. N. 7-4484	....	H. R. Carson W. T. Cranston W. M. Guild	J. L. Potts Ellis Sharp Leslie Horton	Weed All-Canada Thesaurus World Lang-Worth BUP
KENORA...........	CJRL	1220	1,000	Kenora Broadcasting Co. Ltd. Kenricia Hotel 717	Dominion	.... Howard Clark Howard Clark	Murray Cooke Stephen Hurley Gorden Sands	Stovin McGillvra United PN

CJBC

KEY STATION OF THE DOMINION NETWORK

An increase of power to 5000 watts gives effective coverage to 100,000 additional radio homes in Toronto and area.

The best network affiliations, programs and promotions are creating more regular CJBC listeners.

TORONTO AFFILIATE OF THE BLUE NETWORK

NOW 5000 Watts

TORONTO

CBC RADIO CANADA

RADIO ADVERTISERS

We represent 22 important markets, covered by 23 live Independent Radio Stations. Their keynote — and ours — is Service to their advertisers. May we discuss your radio plans with you?

HORACE N. STOVIN
AND COMPANY
Radio Station Representatives
Montreal • Toronto • Winnipeg

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

ONTARIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
KINGSTON.........	*CFRC	1490	100	Queen's University Fleming Hall	....	Queen's University	....	....
KINGSTON.........	CKWS	960	5,000	Allied Broadcasting Corp. Ltd. 305 King St. 4405	Trans-Canada	Senator W. Rupert Davies Jack M. Davidson Harry M. Edgar	Charles Millar Jack M. Davidson George McCurdy	Nat'l Broadcast Sales Weed Thesaurus Lang-Worth PN
KIRKLAND LAKE...	CJKL	560	5,000	No. Broadcasting & Publishing Ltd. Government Road West 27	Trans-Canada	R. H. Thomson C. L. Chambers	Tom Rafferty Tom Rafferty Tom Watson	Weed Nat'l Broadcast Sales Thesaurus Lang-Worth PN
KITCHENER........	CKCR	1490	5,000 (Provided a suitable frequency can be found)	K. W. Broadcasting Co. Waterloo Trust Bldg. 2-1246	....	W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle	Gordon Shaw .... Ion Hartman	Wright PN
LONDON...........	CFPL	1570	5,000	London Free Press Ptg. Co. 442 Richmond St. Metcalfe 5200	Dominion	W. J. Blackburn Philip Morris Philip Morris	Philip Morris .... J. Warder	Stovin McGillvra Thesaurus PN
NORTH BAY........	CFCH	600	5,000	No. Broadcasting & Publishing Ltd. 37 Main St. East 2400	Trans-Canada	Roy H. Thomson C. O. Pickrem K. Packer	Phil Clayton Tom Rafferty John W. Barnaby	Weed Nat'l Broadcast Sales Lang-Worth Thesaurus PN
OTTAWA...........	CBO	910	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151	Trans-Canada	CBC—Dr. A. Frigon C. P. Wright E. A. Weir	C. P. Wright .... Max Gilbert	CBC BUP, PN
OTTAWA...........	CKCO	1310	1,000	272 Somerset St., W. 2-3611	Dominion	Dr. G. M. Geldert Dr. G. M. Geldert Gerald M. Geldert	Allan de Ridder Dr. G. M. Geldert W. D. McLellan	McGillvra Wright Lang-Worth Associated BUP
OWEN SOUND......	CFOS	1400	250	Grey & Bruce Bcstg. Co. Ltd. 904 Second Ave. E. 1940	....	Howard Fleming William N. Hawkins William N. Hawkins	William N. Hawkins .... William Vallins	McGillvra Stovin World PN

Get the facts from

ALL-CANADA!

HUNDREDS of advertisers and agencies regularly depend on All-Canada for accurate, organized, up-to-the-minute facts on Canadian radio markets.

This information service—based on regular reports from All-Canada's 29 stations in key markets across Canada—is your guide to opportunities in Canada's war-time and post-war markets. Let All-Canada help you cover Canada's vast areas effectively and economically. Consult your agency or write:

REPRESENTING THESE LEADING STATIONS

BRITISH COLUMBIA
Kamloops........ CFJC
Kelowna........ CKOV
Trail............ CJAT
Vancouver....... CKWX
Victoria......... CJVI
Chilliwack....... CHWK

ALBERTA
Calgary......... CFAC
Edmonton....... CJCA
Grande Prairie... CFGP
Lethbridge....... CJOC

SASKATCHEWAN
Moose Jaw...... CHAB
Prince Albert..... CKBI
Regina.......... CKCK
Regina.......... CKRM

MANITOBA
Winnipeg....... CKRC

ONTARIO
Hamilton........ CKOC
Stratford........ CJCS
Sudbury......... CKSO
Toronto......... CFRB
Fort Frances...... CKFI

QUEBEC
Montreal........ CFCF
New Carlisle..... CHNC

MARITIMES
Campbellton..... CKNB
Charlottetown.... CFCY
Fredericton...... CFNB
Halifax.......... CHNS
Sydney......... CJCB
Yarmouth........ CJLS

NEWFOUNDLAND
St. John's........ VONF

ALL-CANADA

ALL-CANADA RADIO FACILITIES Limited

MONTREAL TORONTO WINNIPEG CALGARY VANCOUVER

U.S.A. Representative: WEED AND COMPANY

DIRECTORY OF BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night.** **LS—Operates to Local Sunset.**

ONTARIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
PARRY SOUND.....	CHPS	1450	250	Gordon E. Smith 47 A. James St. 700	....	Gordon E. Smith Gordon E. Smith Gordon E. Smith	Harold W. Vaughan D. E. Gray L. Croutch	Stovin PN
PEMBROKE........	CHOV	1340	250	Ottawa Valley Bcstg. Co. Ltd. 97 Albert St. 430	Dominion	D. A. Jones E. G. Archibald E. G. Archibald	Isobel Graham .... Sam Panke	Stovin McGillvra Thesaurus BUP
PETERBOROUGH...	CHEX	1430	5,000	Peterborough Broadcasting Co. Ltd. 115 Water St. 4641	Dominion	Senator Rupert Davies Hal E. Cooke E. L. Jones	Karl E. Monk Harry McLay Albert Crump	Weed Nat'l Broadcast Sales Thesaurus Lang-Worth PN
PORT ARTHUR.....	CFPA	1230	250	Ralph H. Parker Public Utilities Bldg. North 315	Dominion	Ralph H. Parker Ralph H. Parker	....	Nat'l Broadcast Sales Standard
SAULT STE. MARIE.	CJIC	1490	250	J. G. Hyland Box 504 3500	....	J. G. Hyland J. G. Hyland J. G. Hyland	C. V. Godwin V. Haft F. J. McDiarmid	Alexander Thesaurus World PN
ST. CATHARINES...	CKTB	1550	5,000	Niagara District Bcstg. Co. Ltd. 12 Yates St. 3900	....	Capt W. B. C. Burgoyne Marion Hallett	.... William H. Allen	Alexander McGillvra United BUP
STRATFORD........	CJCS	1240	50	F. M. Squires 23 Albert St. 1675	....	F. M. Squires S. E. Tapley S. E. Tapley	C. W. Trethewey G. Pomeroy George Hildebrand	Weed All-Canada United BUP
SUDBURY..........	CKSO	790	1,000	W. E. Mason 21 Elgin St. 77-505	Trans-Canada	W. E. Mason Don McGill Don McGill	.... Don McGill James McRae	Weed All-Canada World Thesaurus BUP
TIMMINS..........	CKGB	1470	5,000	No. Broadcasting & Publishing Ltd. Thomson Bldg. 1500	Trans-Canada	Roy H. Thomson H. C. Freeman Alan Huggins	H. H. Flint .... E. D. Mott	Weed Nat'l Broadcast Sales Lang-Worth Thesaurus PN

IF WE WERE AN ADVERTISER

in the DETROIT AREA

. . . we'd plan, right now, to go after a good slice of Detroit Area business . . . with the help of CKLW. We'd remember that this station's a live wire . . . with 5,000 watts at 800 kc., a cinch to give out the largest concentrated coverage in this region . . . by the yardstick of results per-dollar-cost! We'd begin making schedules, and commitments now . . . even though time is scarce . . . so when an availability occurs, we'd be there . . . on a station that's going places in a great market!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

★ ★

There's a new station in TORONTO, CANADA

Be sure to get the dope on CHUM, Mr. Time-Buyer—and put "The Friendly Station" down on your schedules!

CHUM is a 1,000 Watt Community Station, offering you economical coverage of Canada's largest market.

CHUM
The Friendly Station
21 DUNDAS SQUARE, TORONTO CANADA

REPRESENTATIVES:
ADAM J. YOUNG JR. INC.—NEW YORK • CHICAGO
RADIO REPRESENTATIVES LIMITED • MONTREAL

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

ONTARIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
TORONTO..........	CBL	740	50,000	Canadian Broadcasting Corp. 805 Davenport Road Kenwood 9411	NBC Trans-Canada	CBC—Dr. Augustin Frigon D. Claringbull E. A. Weir	D. Claringbull .... Howard Hilliard	CBC BUP, PN
TORONTO..........	CFRB	860	10,000	Rogers Radio Bcstg. Co. Ltd. 37 Bloor St. W. Midway 3515	CBS	Harry Sedgwick E. Lloyd Moore	Wes McKnight .... John L. Sharpe	McGillvra All-Canada Thesaurus Associated Lang-Worth PN, BUP
TORONTO..........	CHUM	1050	1,000	York Broadcasters Ltd. 21 Dundas Square Elgin 5018	....	R. T. Fulford A. E. Leary A. E. Leary	.... E. Miles Aurel Boisvert	Young Radio Reps BUP
TORONTO 4........	CJBC	1010	5,000(DA)	Canadian Broadcasting Corp. 805 Davenport Road Kenwood 9411	Dominion Blue	CBC—Dr. Augustin Frigon S. W. Caldwell E. A. Weir	S. W. Caldwell .... Howard Hilliard	CBC Lang-Worth BUP, CP
TORONTO..........	CKEY	580	5,000	Toronto Broadcasting Co. Ltd. 444 University Ave. Waverley 3881	....	Jack K. Cooke Jack K. Cooke Dan Carr	Donald Insley Ken Campbell Ernest O. Swan	Nat'l Broadcast Sales Weed Standard Lang-Worth World PN
WINDSOR..........	CKLW	800	5,000	Western Ontario Bcstg. Co. Ltd. Guaranty Trust Bldg. 4-1155	MBS	Malcolm G. Campbell J. E. Campeau Richard E. Jones	John Gordon Barbara MacFarland W. J. Carter	Stovin Young Thesaurus United World UP, PN, BUP
WINGHAM	CKNX	920	1,000	W. T. Cruickshank Wingham 158	....	W. T. Cruickshank W. T. Cruickshank Frank Johnson	Frank Johnson J. R. Brent Cliff Bowers	Alexander Thesaurus BUP

PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
CHARLOTTETOWN..	CFCY	630	5,000	Island Radio Bcstg. Co. Ltd. Broadcasting Centre 741	Dominion Maritime	Lt. Col. K. S. Rogers .... L. A. McDonald	L. A. McDonald .... Robert F. Large	All-Canada Weed World Standard Lang-Worth PN, BUP
SUMMERSIDE......	CHGS	1480	100	R. T. Holman Ltd. 180 Water St. 133	CBC	H. G. Holman R. L. Mollison A. A. Nicholson	A. A. Nicholson .... A. McKee	Radio Representatives

QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Service
AMOS..............	CHAD	1340	250	Radio Rouyn-Abitibi Limitee Reilly Bldg. Rouyn 1400	Quebec	Hon. Hector Authier Roland Beaudry Jean Legault Allan Rogerson	Herbert Arlow .... George H. Pope	Nat'l Broadcast Sales Weed PN
CHICOUTIMI.......	CBJ	1580	1,000	Canadian Broadcasting Corp. 286A Racine St. 155	Quebec	CBC—Dr. Augustin Frigon Vilmond Fortin	Vilmond Fortin .... L. L'Allier	CBC BUP PN
HULL...............	CKCH	1240	250	La Compagnie de Radiodiffusion CKCH Le Droit Ltd. 85 Champlain Ave. 2-1701	Quebec	.... R. Benoit	....	Wilson Radio Representatives
MONTREAL.........	CBF	690	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St., W. Marquette 8021	NBC Quebec	CBC—Dr. Augustin Frigon Omer Renaud	Omer Renaud .... E. D. Roberts	CBC BUP, PN
MONTREAL.........	CBM	940	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W. Marquette 8021	NBC Trans-Canada	CBC—Dr. Augustin Frigon Omer Renaud	Omer Renaud .... E. D. Roberts	CBC BUP, PN
MONTREAL.........	CFCF	600	500	Canadian Marconi Co. 1231 St. Catherine St. W. Plateau 2577	Dominion Blue	R. M. Brophy James A. Shaw P. E. Hiltz	H. H. Hewetson E. H. Smith J. G. Gettenby	Weed All-Canada Thesaurus PN, BUP
MONTREAL 2......	CHLP	1490	250	La Patrie Pub. Co. Ltd. Sun Life Bldg. Plateau 5225	....	Hon. P. R. Dutremblay Marcel Lefebvre Marcel Lefebvre	Marcel Lefebvre Marcel Lefebvre Alphonse Cloutier	McGillvra Alexander Standard PN, BUP
MONTREAL.........	CKAC	730	5,000	La Compagnie de Pub. La Presse Ltee 980 St. Catherine St. W. Marquette 3611	CBS	Hon. P. R. DuTremblay Phil. Lalonde Louis Leprohon	Paul-Emile Corbeil Andre Daveluy Leonard Spencer	McGillvra Wright World Lang-Worth United PN, BUP

Welcome to Quebec!

And the rich Quebec Market!

SINCE pioneering days in radio CKAC has reflected the thought and true idiom of French Canada. And today it is the authentic voice of this great $600,000,000 market. French Canadian families listen to their radios in a ratio of 3 to 2 compared with their English speaking compatriots. Your entrée to Jean-Baptiste's family circle is through CKAC, the station which commands the family audience of French Quebec, night after night throughout the year.

Monthly listenership surveys confirm the overwhelming family preference for CKAC programs.

CKAC

Columbia Broadcasting System

Montreal

Representatives

Canada: . . . . C. W. Wright, Victory Building, Toronto, Ontario

United States: . . Adam J. Young, Jr., Inc.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

QUEBEC—(Continued)

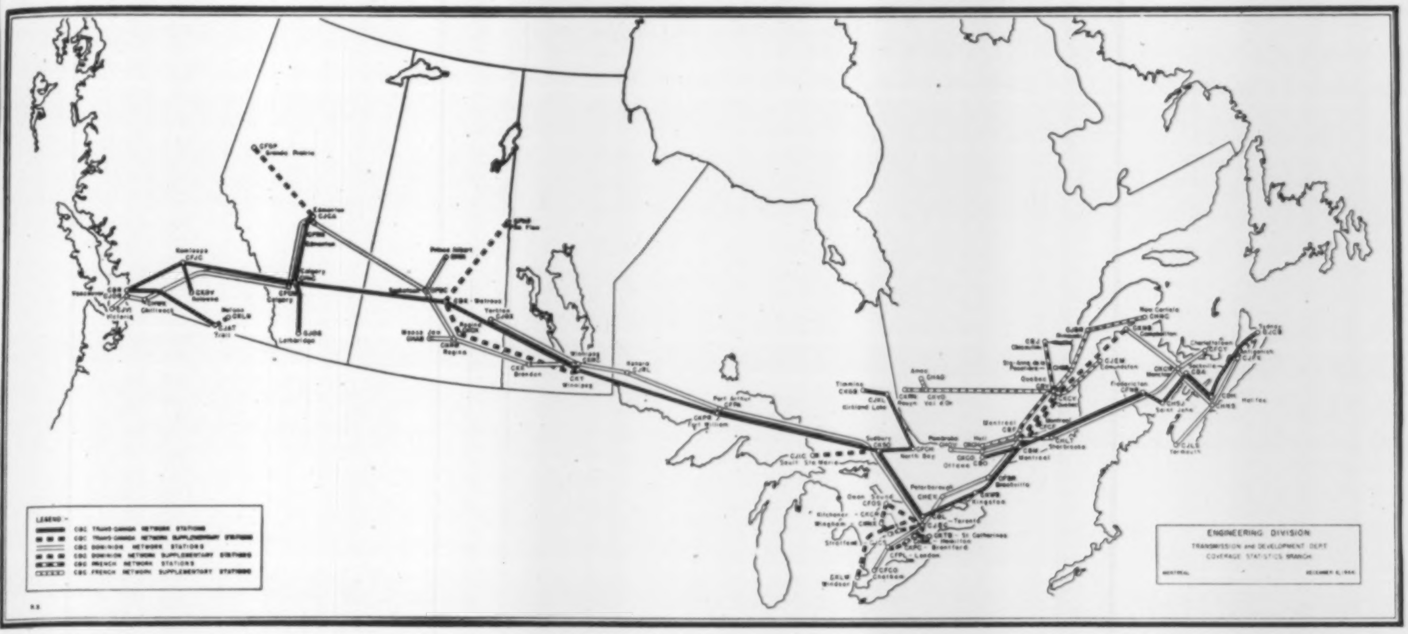
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ Transc. Libr News Servi
NEW CARLISLE.....	CHNC	610	5,000	Gaspesia Radio Bcstg. Co. Ltd. Main St. 38	Quebec	Dr. Charles Dumont Dr. Charles Houde Viateur Bernard	Viateur Bernard	McGillvra All-Canada World
QUEBEC CITY......	CBV	980	1,000	Canadian Broadcasting Corp. Palais Montcalm	Quebec	CBC—Dr. Augustin Frigon Maurice Valiquette	Maurice Valiquette .... L. L'Allier	CBC CP BUP
QUEBEC CITY......	CHRC	800	5,000	CHRC Ltee. 11 Buade St. 2-8177	....	Major Herve Baribeau J. N. Thivierge	A. Pelletier J. A. Hardy Arsene Nadeau	Young Lang-Worth UP, BUP
QUEBEC CITY......	CKCV	1340	100	CKCV Ltd. 142 St. John St. 2-1585	....	J. Herve Baribeau Paul LePage Lucien A. Bernier	Leon Lachance Paul LePage Albert Duberger Marcel Belanger	Radio Represent atives World PN
RIMOUSKI.........	CJBR	900	5,000	Central Public Service Corp. Ltd. 1 St. John St. 396	Quebec	J. A. Brillant G. A. Lavoie	.... F. C. Doak	Stovin McGillvra
ROUYN.............	CKRN	1400	250	Radio Rouyn-Abitibi Limitee Reilly Bldg. 1400	Quebec	Hon. Hector Authier Roland Beaudry Jean Legault Allan Rogerson	Herbert Arlow .... George H. Pope	Nat'l Broadcast Sales Thesaurus PN
SHERBROOKE......	CHLT	1240	250	La Tribune Ltd. 3 Marquette St.	Dominion	A. Gauthier	....	Wilson Radio Represe atives Thesaurus PN
SOREL.............	CJSO	1400	100	Henri Gendron & Arthur Prevost Sorel	....	Arthur Prevost Henri Gendron	....	Radio Represe atives
STE. ANNE DE LA POCATIERE	CHGB	1230	250	G. Thomas Desjardins Ste. Anne de la Pocatiere 20	Quebec	G. T. Desjardins J. A. Dube G. T. Desjardins	Jacques Raymond Antoine Freve G. T. Desjardins	Nat'l Broadcas Sales World
THREE RIVERS.....	CHLN	1450	250	Le Nouvelliste Ltd. Hotel Chateau de Blois	....	L. Trepanier	....	Radio Represe atives
VAL D'OR..........	CKVD	1230	100	Radio Rouyn-Abitibi Limitee Reilly Bldg., Rouyn 1400	Quebec	Hon. Hector Authier Roland Beaudry Jean Legault Allan Rogerson	Herbert Arlow .... George H. Pope	Nat'l Broadcast Sales PN

SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representatives Transc. Library News Servic
MOOSE JAW.......	CHAB	800	5,000	CHAB Ltd. Grant Hall Hotel 2334	Dominion	A. E. Jacobson H. C. Buchanan Graham Henderson	J. S. Boyling Eileen Bradley M. Pickford	All-Canada Weed Lang-Worth United BUP
PRINCE ALBERT....	CKBI	900	5,000	Central Bcstg. System Ltd. Sanderson Block 2621	Dominion	Lloyd E. Moffat .... G. M. Prest	George Kergan Mary Davidson Tom Van Nes	Weed All-Canada Thesaurus BUP
REGINA............	CKCK	620	5,000	The Regina Leader Post 1853 Hamilton St. 8525	....	Victor A. Sifton Harold A. Crittenden Robert J. Buss	Wilfred E. Colier Jack MacMurchy Ernest A. Strong	All-Canada Weed Standard Thesaurus PN
REGINA............	CKRM	980	5,000	Transcanada Communications Ltd. Fidelity Life Building 7631	Dominion	Victor Sifton Wm. A. Speers B. M. Pirie	Fred Laight Chas. Cook Wm. McDonald	All-Canada McGillvra World Lang-Worth PN
SASKATOON........	CFQC	600	5,000	A. A. Murphy & Sons Ltd. 216 First Ave. N. 7282	....	A. A. Murphy Vernon Dallin Vernon Dallin	Wilfred Gilbey George Hanson	Radio Represe atives Wilson Thesaurus Standard Lang-Worth BUP Stovin
WATROUS..........	CBK	540	50,000	Canadian Broadcasting Corp. Manitoba Telephone Bldg. 9-7261	Trans-Canada	CBC—Dr. Augustin Frigon James Finlay E. A. Weir	James Finlay .... R. L. Punshon	CBC BUP, PN
YORKTON..........	CJGX	1460	5,000	Yorkton Broadcasting Co., Ltd. Smith-Mackay Bldg. 324	Dominion	Dawson Richardson A. L. Garside R. J. Priestly Carmen Radey	Bob Baker .... Art Mills	Stovin McGillvra BUP

CANADIAN BROADCASTING CORPORATION NETWORKS

AS OF JANUARY 1, 1945


LEGEND –
CBC TRANS-CANADA NETWORK STATIONS
CBC TRANS-CANADA NETWORK SUPPLEMENTARY STATIONS
CBC DOMINION NETWORK STATIONS
CBC DOMINION NETWORK SUPPLEMENTARY STATIONS
CBC FRENCH NETWORK STATIONS
CBC FRENCH NETWORK SUPPLEMENTARY STATIONS
ENGINEERING DIVISION
TRANSMISSION and DEVELOPMENT DEPT
COVERAGE STATISTICS BRANCH

CANADIAN NETWORKS AND GROUPS

CANADIAN BROADCASTING CORP. OWNED STATIONS—*Owned:* CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CJBC, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver; CBJ, Chicoutimi, Que. *Leased:* CFPR, Prince Rupert, B. C. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

FOOTHILLS GROUP—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

HOUDE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE CO. OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Available as network with Canadian Broadcasting Corp, permission only. Represented in Canada by Stovin & Wright; in the United States by Joseph Hershey McGillvra. Headquarters: Telephone Bldg., Winnepeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnepeg.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by National Broadcast Sales; in the United States by Weed & Co. Headquarters: Thompson Bldg., Timmins, Ont. for CHEX and CKWS, 25 King St. W., Toronto, Ont. President: Roy Thomson.

NORTHERN QUEBEC BROADCASTING SYSTEM—Regional network comprising CKRN, Rouyn; CKVD, Val d'Or.; CHAD, Amos. Operating as network with Canadian Broadcasting Corp. permission. Represented in Canada by National Broadcast Sales; in United States by Weed & Co. Headquarters: Radio Abitibi Ltd., Amos, Que.; Montreal office 320 East Rue Notre Dame.

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CKRC, Winnipeg; CKRM and CKCK, Regina, Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CKRC and CKCK by Weed & Co., CKRM by Joseph Hershey McGillvra. Headquarters: Any station.

Canada's Newspaper Owned Stations

CFAC, Calgary, Alta.—Owned by *Calgary Herald.*

CJCJ, Calgary, Alta.—Owned by *Calgary Albertan.*

CJCA, Edmonton, Alta.—Owned by *Edmonton Journal.*

CHNS, Halifax, N. S.—Owned by publishers of *Halifax Herald* and *Mail.*

CKCH, Hull, Que.—Owned by *LeDroit*, Ottawa.

CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel.*

CJCH, Halifax, N. S.—Owned by *Halifax Chronicle.*

CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins,* (Ont.) *Press.*

CKWS, Kingston, Ont. — Licensed to Allied Broadcasting Co., in conjunction with the *Kingston Whig-Standard.*

CFPL, London, Ont.—Owned by *London Free Press.*

CKCW, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript, Moncton Times* and New Brunswick Publishing Co., publisher of *St. John Telegraph-Journal* and *Times-Globe.*

CKAC, Montreal—Owned by *Montreal La Presse.*

CHLP, Montreal—Owned by *Montreal La Patrie.*

CKLN, Nelson, B. C.—Licensed to *Nelson Daily News.*

CKSF, Cornwall, Ont.—Owned by *Standard Freeholder.*

CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press.*

CFOS, Owen Sound, Ont.—Licensed to *Owen Sound Sun-Times.*

CHEX, Peterborough, Ont.—Affiliated (corporate) with *Peterborough Examiner.*

CKCG and CKRM, Regina, Sask.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Regina Leader-Post, Winnipeg Free Press* and *Saskatoon Star-Phoenix.*

CHLT, Sherbrooke, Que. — Licensed to *Sherbrooke La Tribune,* French language daily.

CHSJ, St. John, N. B.—Controlled by *St. John Telegraph-Journal* and *Times-Globe.*

CKSO, Sudbury, Ont.—Licensed to *Sudbury Star.*

CHLN, Three Rivers, Que.—Licensed to *La Nouvelliste,* French language daily.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins Press.*

CJVI, Victoria, B. C.—Affiliated (corporate) with the *Victoria Colonist.*

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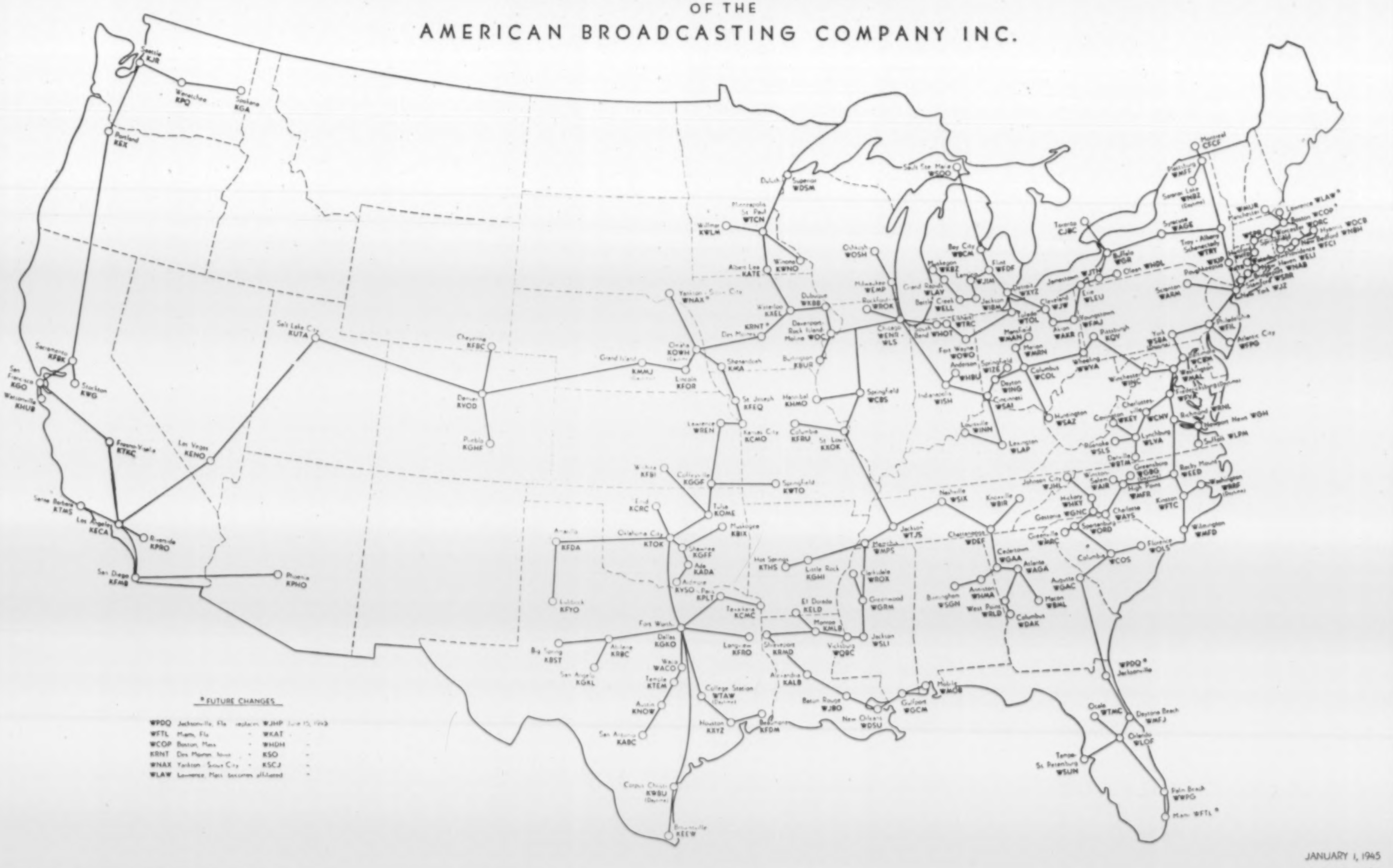
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Saranac Lake WNBZ (Daytime)
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* FUTURE CHANGES

WPDQ	Jacksonville, Fla.	replaces	WJHP	June 15, 1945
WFTL	Miami, Fla.	„	WKAT	„
WCOP	Boston, Mass.	„	WHDH	„
KRNT	Des Moines, Iowa	„	KSO	„
WNAX	Yankton - Sioux City	„	KSCJ	„
WLAW	Lawrence, Mass. becomes affiliated			„

JANUARY 1, 1945

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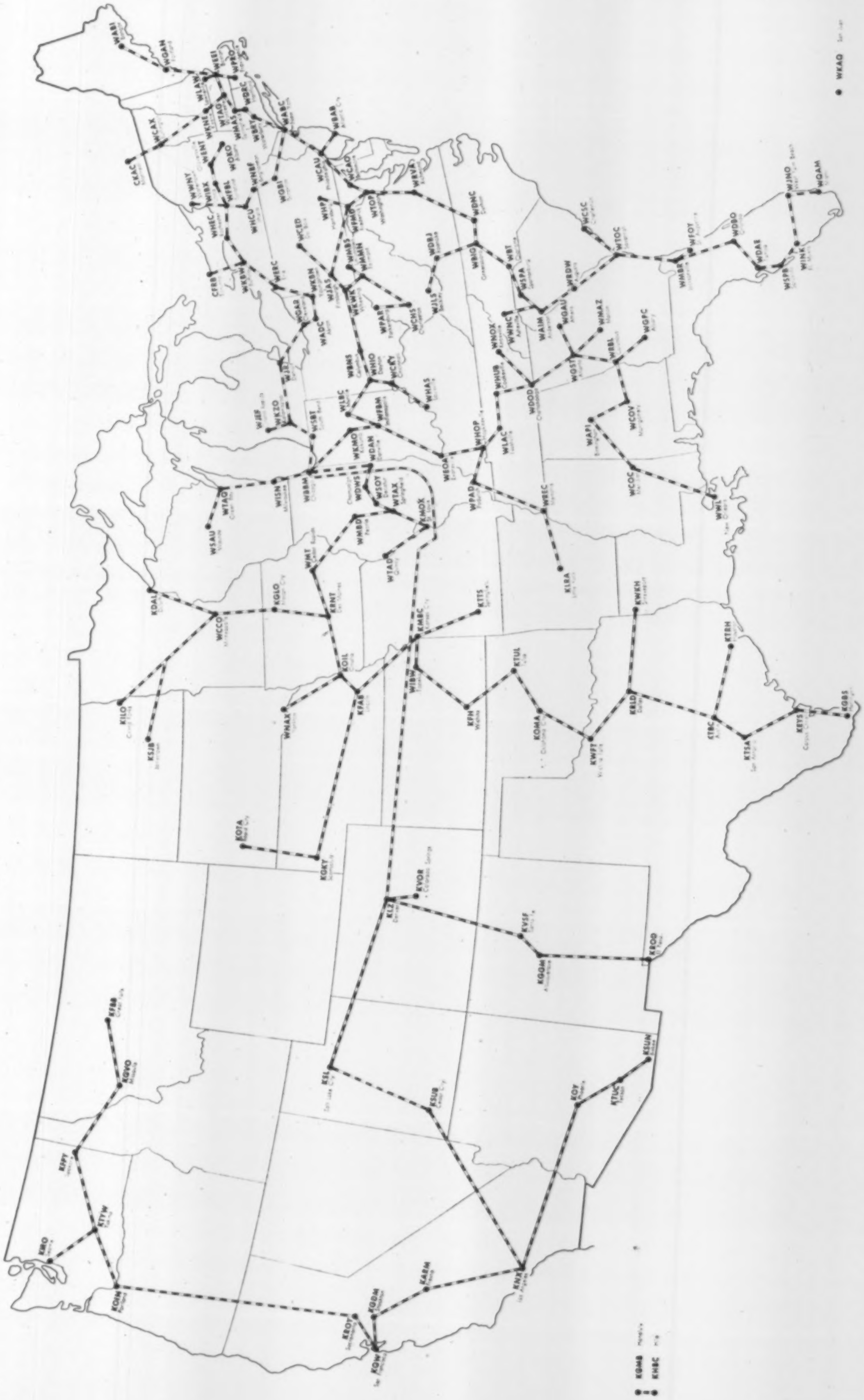
Clyde W. Rembert, *KRLD, Dallas*
W. H. Summerville, *WWL, New Orleans*

THE COLUMBIA BROADCASTING SYSTEM

Network facilities as of January 15, 1945



MUTUAL BROADCASTING SYSTEM: EXECUTIVES and STAFF

1440 Broadway, New York 18, N. Y.
Phone: Pennsylvania 6-9600

OFFICERS OF THE CORPORATION

Alfred J. McCosker, New York, *Chairman of the Board*
Edgar Kobak, New York, *President and General Manager*
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Lewis Allen Weiss, Hollywood, *Executive Vice-President*
J. E. Campeau, Detroit, *Vice-President*
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Z. C. Barnes, New York, *Vice-President in Charge of Sales*
Carl Haverlin, New York, *Vice-President in Charge of Station Relations*
E. M. Antrim, Chicago, *Secretary*
J. E. Wallen, New York, *Treasurer*

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Hope E. Barroll, Jr., WFBR, Baltimore
Willet H. Brown, Don Lee, Hollywood
J. E. Campeau, CKLW, Detroit
Chesser Campbell, WGN, Chicago
H. K. Carpenter, WHK, Cleveland
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Leonard Kapner, WCAE, Pittsburgh
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John Shepard 3d, Yankee Network, Boston
Theodore C. Streibert, WOR, New York
Lewis Allen Weiss, Don Lee, Hollywood

EXECUTIVE COMMITTEE

Edgar Kobak, MBS, New York
Chesser Campbell, WGN, Chicago
H. K. Carpenter, WHK, Cleveland
John Shepard 3d, Yankee Network, Boston
Theodore C. Streibert, WOR, New York
Lewis Allen Weiss, Don Lee, Hollywood

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James Burk, *Auditor*

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Emanuel Dannett, New York

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Harold Wagner, *Assistant Program Director*
Bob Novak, *Commercial Program Manager*
Edwin T. Otis, *Commercial Program Supervisor*
John Newhouse, *Night Program Manager*
Floyd Mack, *Night Program Supervisor*
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John Whitmore, *Manager of News Division*
Edward Pettitt, *Broadcast News Editor*
John Thornton, *Bureau Chief, Pacific Area Headquarters*

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Robert Somerville, *Assistant to Mr. Barnes*
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Bernard Keit, *Eastern Sales Service Supervisor*

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Peter Zanphir, *Assistant Director of Sales Promotion and Research*
Harold Coulter, *Manager of Audience Promotion*
Richard Puff, *Manager of Research*
Arnold Roston, *Art Director*
James Tyler, *Advertising Director*

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Charles Godwin, *Assistant to Mr. Haverlin*
Leslie L. Learned, *Manager of Engineering Traffic*
James Mahoney, *Manager of Western Division, Station Relations*
Jerome Sill, *Manager of Eastern Division, Station Relations*
Lewis Tower, *Station Traffic Supervisor*
Dorothy Driscoll, *Manager of Station Traffic*
Paul Hancock, *Statistician*

THEATRE MANAGEMENT

Harry Miller, *Director of Theatre Operations*

CHICAGO STAFF

441 North Michigan Ave., Chicago
Phone—Whitehall 5060

Adolph N. Hult, *Western Sales Manager*
Carroll Marts, *Midwestern Sales Service Manager*
Gilbert McClelland, *Midwestern Sales Promotion Manager*
Myrtle Goulet, *Station Traffic Supervisor*

WASHINGTON STAFF

1627 K Street, N. W., Washington 6, D. C.

Phone—Metropolitan 0012

Charter Heslep, *Washington Representative in Charge of Operations*

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David Brown, Rome
Bob Brumby, China
Sidney Fine, Russia
Edmund Franke (Engineer), Pacific
Royal Arch Gunnison, Philippines
Ted Hoskins, Cairo and Athens
Seymour Korman, France
Arthur Mann, France, Belgium, and London
Leslie Nichols, Pacific
Arthur Primm, Honolulu
Norman Paige, Honolulu
John Steele, London
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Arthur Veysey, Sydney
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Open the Gate...

San Bernardino is the GATE-WAY to the rich southern California area, its popular desert and mountain playgrounds. It is the heart of the citrus empire . . . and KFXM is YOUR WAY to efficiently, effectively and economically cover this abundant and important market.

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SURROUNDED
BUT NOT
INVADED
SURROUNDED

Do Ohio Valley folks listen to WSTV in Steubenville? That's a logical question, considering the fact that we are SURROUNDED but NOT INVADED — by some mighty powerful network competition, including two 50,000 watt stations! Here's the answer in our latest Hooper.

TIME	WSTV	A	B	C	D	E
MORNING 8:00 AM--12 N Mon. thru Fri.	39.7	24.2	2.3	3.7	5.5	23.7
AFTERNOON 12:00 N--6:00 PM Mon. thru Fri.	41.5	24.4	3.7	10.7	8.9	8.9
EVENING 6:00 PM--10:00 PM Sun. thru Sat.	25.6	36.8	5.8	3.7	5.8	17.3

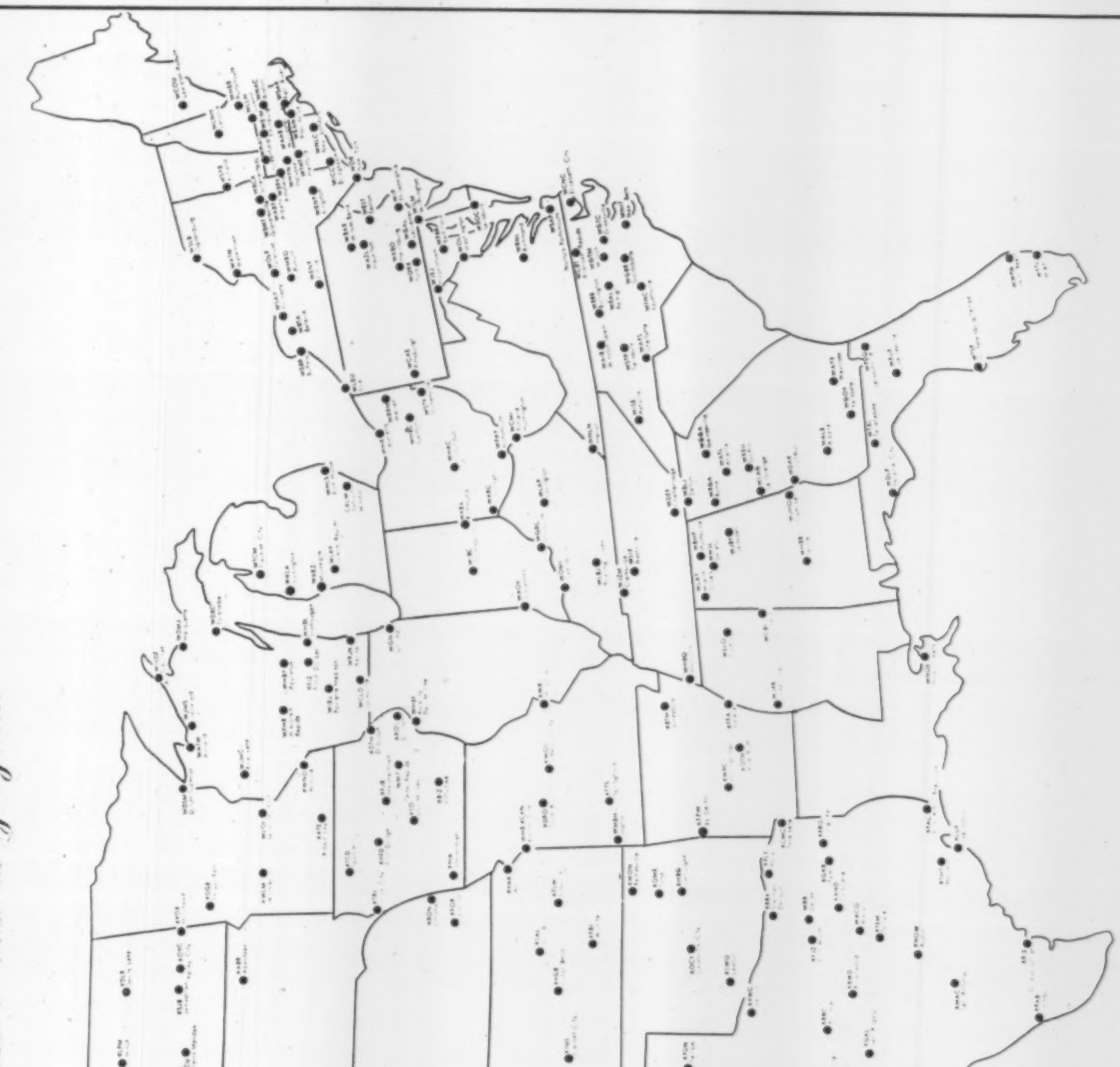
HOOPER LISTENING INDEX — MID SUMMER 1944

WSTV
STEUBENVILLE, O.
JOHN LAUX, GEN. MGR.
MUTUAL

THE FRIENDLY GROUP

WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

STATION CITIES OF THE *Mutual Broadcasting System*



AS OF DECEMBER 31, 1944

NATIONAL BROADCASTING CO.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

BOARD OF DIRECTORS

James Rowland Angell
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Gano Dunn
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DeWitt Millhauser
Edward J. Nally
David Sarnoff
Niles Trammell
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Clarence, L. Menser, *Vice-President*
John F. Royal, *Vice-President*
Frank M. Russell, *Vice-President*
Sidney N. Strotz, *Vice-President*
Roy C. Witmer, *Vice-President*
John H. MacDonald, *Vice-President*
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Lewis MacConnach, *Secretary*
C. E. Pfautz, *Assistant Secretary*

Departments and Divisions

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Frank E. Mullen, *Vice-President and General Manager*
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Clayland T. Morgan, *Assistant to the President*
J. deJara Almonte, *Assistant to the President*
Horton H. Heath, *Assistant to Vice-President and General Manager*

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Parmelee Cusack, *Art Director*
Arthur Forrest, *Manager of Public Service Promotion*
James M. Gaines, *Assistant Director*
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Barry T. Rumple, *Research Manager*
Hartley L. Samuels, *Manager, Program Promotion*
Charles B. H. Vaill, *Manager of WEAF Promotion*

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Harold M. Kelly, *Assistant Controller*
Hugh R. McGeachie, *Assistant Controller*

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O. B. Hanson, *Vice-President and Chief Engineer*
William A. Clarke, *Manager of Technical Services*
Raymond F. Guy, *Radio Facilities Engineer*
George McElrath, *Operating Engineer*
C. A. Rackey, *Audio and Video Facilities Engineer*
R. E. Shelby, *Development Engineer*
F. A. Wankel, *Eastern Division Engineer*

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George Monahan, *Manager of Protection Division*

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William Ervin, *Assistant Manager in Charge of Reception*
Ira Skutch, *Assistant Manager in Charge of Tours*
John Wahlstrom, *Executive Assistant Manager*
Albert Walker, *Assistant Manager of Special Activities*

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Albert E. Dale, *Director of Information*
Anita Barnard, *Manager of Correspondence Division*

INTERNATIONAL SHORT WAVE

Fred Bate, *Manager of International Department*

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A. L. Ashby, *Vice-President and General Counsel*
Henry Ladner, *Assistant General Counsel*
J. A. McDonald, *Assistant General Counsel*
John P. King, *Attorney*
S. R. Olliphant, *Attorney*
Edward J. McCrossin, *Attorney, Chicago*
Donn B. Tatum, *Attorney, Hollywood*
Willson I. Hurt, *Attorney, Denver*
Wright, Gordon, Zachry, Parlin & Cahill, *New York and Washington Counsel*

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Willan C. Roux, *Assistant Manager*
William O. Tilenius, *Assistant Manager*

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George H. Frey, *Sales Service Manager*
F. Melville Greene, *Sales Traffic Manager*
Edward R. Hitz, *Assistant to Vice-President in Charge*
I. E. Showerman, *Eastern Division Sales Manager*

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Joseph Meyers, *Assistant Manager in Charge of Special Events*
Adolph Schneider, *Acting Manager of Operations*

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Ernest de la Ossa, *Personnel Director*

PRESS DEPARTMENT

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Thomas E. Knode, *Assistant Manager*

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J. de Jara Almonte, *Night Program Manager and Assistant to President*
Thomas H. Belviso, *Manager of the Music Library*
Frank Black, *General Music Director*
Bertha Brainard, *Assistant to Vice-President, Manager Program Sales*
Samuel Chotzinoff, *Manager of Music Division*
Walter Damrosch, *Music Counselor*
Patrick J. Kelly, *Supervisor of Announcers*
Frederick G. Knopfke, *Supervisor of Sound Effects*
Thomas McCray, *Eastern Program Manager*
Richard McDonagh, *Manager Script Division*
Winifred Murphy, *Supervisor of Booking Office*
deLancy Provost, *Assistant to Manager—WEAF*
Arch Robb, *Administrative Assistant*
Evelyn Sniffin, *Supervisor of Business Office*
William Stern, *Director of Sports*
Wynn Wright, *National Production Manager*

PUBLIC SERVICE DEPARTMENT

James Rowland Angell, *Public Service Counselor*
Dwight Herrick, *Manager*
Gilbert Chase, *Specialist, Latin American Music and Literature*
Doris Corwith, *Assistant to Manager*
Margaret Cuthbert, *Director of Women's and Children's Programs*
Sterling Fisher, *Assistant Public Service Counselor*
Max Jordan, *Director of Religious Programs*
Jane T. Wagner, *Director of Home Economics*

RADIO RECORDING DEPARTMENT

C. Lloyd Egner, *Vice-President in Charge*
Norman Cloutier, *Manager of Thesaurus Programs*
Walter B. Davison, *Assistant Sales Manager—Agencies*
Robert W. Friedheim, *Eastern Sales Manager*
Morris Hamilton, *Program Manager*
Henry P. Hayes, *Assistant to Vice-President and Office Manger*
Willis B. Parsons, *Assistant Sales Manager Stations and Sales Promotion Manager*

STATIONS DEPARTMENT

William S. Hedges, *Vice-President in Charge of Stations*
Sheldon B. Hickox, Jr., *Manager of Station Relations*
Steere Mathew, *Assistant Manager of Traffic Department and Supervisor Commercial Traffic*
Philip Merryman, *Facilities Development and Research*
Harry Woodman, *Manager of Traffic Department*
Easton C. Woolley, *Assistant to the Vice-President in Charge of Stations*

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John T. Williams, *Business Manager*
N. Ray Kelly, *Manager of Production Facilities*

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William D. Bloxham, *Purchasing Agent*
William A. Williams, *Assistant to the Treasurer*
C. G. Terwilliger, *Manager of Credit and Collections*

OPERATED STATIONS

Station Managers

Vernon H. Pribble, Cleveland, Ohio, *Manager of WTAM*
James R. MacPherson, Denver, Col., *Manager of Station KOA*
Carleton D. Smith, Washington, D.C., *Manager of Station WRC*
John Elwood, San Francisco, *Manager of Station KPO*

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone—Superior 8300

Harry C. Kopf, *Vice-President in Charge of Central Division*
Emmons C. Carlson, *Sales Promotion and Advertising Manage*
Frank Chizzini, *Radio Recording Manager*
Eric Danielson, *Program Traffic Supervisor*
William Drips, *Agricultural Public Relations Representati*
Robert Guilbert, *Continuity Acceptance Manager*
Jules Herbuveaux, *Program Manager*
A. W. Kaney, *Station Relations Manager*
Robert Kendall, *Program and Talent Sales Manager*
Henry Livezey, *Guest Relations Manager*
Howard Luttgens, *Division Engineer*
Donald Marcotte, *Supervisor of Music*
Paul McCluer, *Network Sales Manager*
Edward McCrossin, *Attorney*
Oliver Morton, *National Spot and Local Sales Manager*
William Murphy, *Script Manager*
William Ray, *News and Special Events Manager*
John Ryan, *Press Manager*
Judith Waller, *Public Service Director*
William Weddell, *Assistant Sales Manager*
John Whalley, *Auditor and Office Manager*

WESTERN DIVISION—HOLLYWOOD

Sunset Blvd. and Vine St.

Phone—Hollywood 6161

Sidney N. Strotz, *Vice-President in Charge of the Wester Division*
Frank Berend, *Network Sales Manager*
Harold Bock, *Press Manager*
F. V. Dellett, *Auditor*
Frank Ford, *Sales Promotion and Advertising Manager*
Lewis Frost, *Assistant to the Vice-President and Program Manager*
Paul Gale, *Traffic Manager*
Evelyn Hale, *Guest Relations Manager*
Donald Norman, *Manager of National Spot Sales*
Jennings Pierce, *Manager of Public Service and Station Relation*
Alex Robb, *Program, Talent Sales and Package Sales Manag*
Donn Tatum, *Attorney*
Oscar Turner, *Radio Recording Manager*
Albert B. Ulrich, *Continuity Acceptance Manager*
Howard Wiley, *Production Manager*

San Francisco

John Elwood, *Manager of Station KPO*

WASHINGTON, D. C.

14th St. and New York Ave.

Phone—Republic 4000

Frank M. Russell, *Vice-President in Charge*
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Rudolph Coldenstroth, *Auditor*
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Fred Shawn, *Program Manager*
George Wheeler, *Assistant to General Manager*

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ENGLAND

Stanley Richardson, *War Correspondent—NBC, APO* 413, c/o *Postmaster, New York, N. Y.*

SWITZERLAND

Paul Archinard, *Berne, Switzerland*

STATIONS OWNED AND OPERATED BY NATIONAL BROADCASTING CO.

WEAF, New York
WMAQ, Chicago
WTAM, Cleveland
KOA, Denver
KPO, San Francisco
WRC, Washington

NBC Stations Planning and Advisory Committee

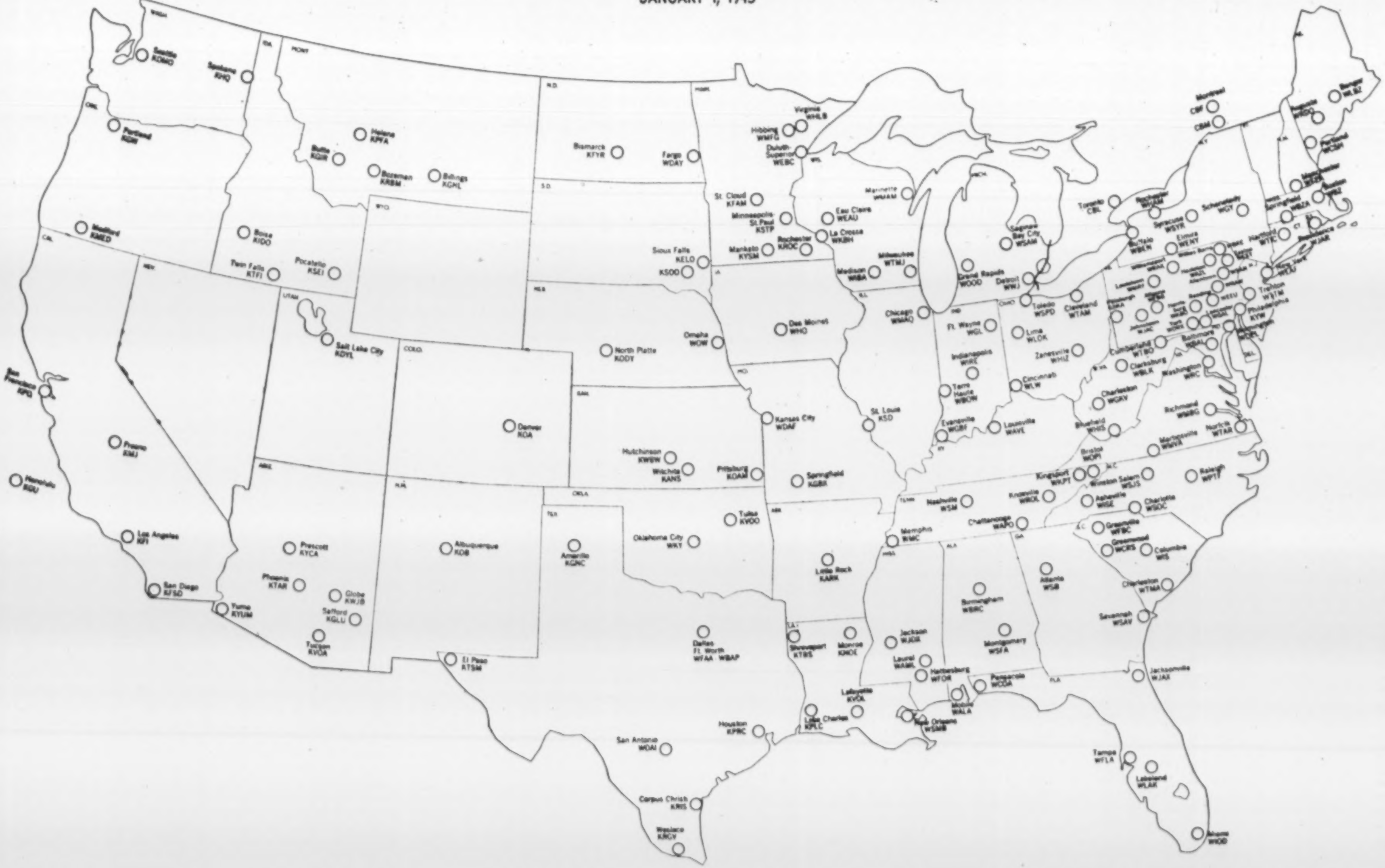
Clair McCollough, WGAL, Lancaster, Pa.
G. Richard Shafto, WIS, Columbia, S. C.
Nathan Lord, WAVE, Louisville
Harold Wheelahan, WSMB, New Orleans
Stanley E. Hubbard, KSTP, St. Paul
Edgar T. Bell, WKY, Oklahoma City
Richard O. Lewis, KTAR, Phoenix, Ariz.
Arden X. Pangborn, KGW, Portland, Ore.

NBC FOREIGN CORRESPONDENTS

David Anderson, Western Front
Paul Archinard, Berne
Bjorn Bjornson, Stockholm, Sweden
Peter Brennan, Panama Canal Zone
Wright Bryan, Prisoner of War
James Cassidy, Western Front
John Cooper, Hawaiian Islands
Owen Flaherty, Philippines
George Folster, South Pacific
Wilson K. Foster, Hawaiian Islands
Edwin Haaker, London
Howard Hull, West Indies
Guthrie Janssen, Athens
John MacVane, Paris
Robert Magidoff, Moscow and Russian Theatre
Chester Morrison, London
Merrill Mueller, SHAEF
Grant Parr, Rome

NETWORK STATIONS OF THE NATIONAL BROADCASTING COMPANY, INC.

JANUARY 1, 1945


Seattle KOMO
Spokane KHQ
Portland KGW
Medford KMED
San Francisco KPO
Fresno KMJ
Honolulu KGU
Los Angeles KFI
San Diego KFSD
Yuma KYUM
Boise KIDO
Twin Falls KTFI
Pocatello KSEI
Salt Lake City KDYL
Butte KGIR
Helena KPFA
Bozeman KRBM
Billings KGHL
Prescott KYCA
Phoenix KTAR
Globe KWJB
Safford KGLU
Tucson KVOA
Albuquerque KOB
Denver KOA
El Paso KTSM
Bismarck KFYR
Fargo WDAY
Sioux Falls KELO
KSOO
North Platte KODY
Omaha WOW
Hutchinson KWBW
Wichita KANS
Pittsburg KOAM
Amarillo KGNC
Oklahoma City WKY
Tulsa KVOO
Dallas Ft. Worth WFAA WBAP
San Antonio WOAI
Houston KPRC
Corpus Christi KRIS
Weslaco KRGV
Hibbing WMFG
Virginia WHLB
Duluth Superior WEBC
St. Cloud KFAM
Minneapolis St. Paul KSTP
Mankato KYSM
Rochester KROC
Des Moines WHO
Kansas City WDAF
Springfield KGBX
Little Rock KARK
Shreveport KTBS
Monroe KNOE
Lafayette KVOL
Lake Charles KPLC
Eau Claire WEAU
La Crosse WKBH
Marinette WMAM
Madison WIBA
Milwaukee WTMJ
Chicago WMAQ
St. Louis KSD
Memphis WMC
Jackson WJDX
Laurel WAML
Hattiesburg WFOR
New Orleans WSMB
Mobile WALA
Pensacola WCOA
Birmingham WBRC
Montgomery WSFA
Saginaw Bay City WSAM
Grand Rapids WOOD
Detroit WWJ
Toledo WSPD
Cleveland WTAM
Lima WLOK
Ft. Wayne WGL
Indianapolis WIRE
Terre Haute WBOW
Evansville WGBF
Louisville WAVE
Cincinnati WLW
Zanesville WHIZ
Nashville WSM
Chattanooga WAPO
Knoxville WROL
Kingsport WKPT
Bristol WOPI
Bluefield WHIS
Charleston WGKV
Clarksburg WBLK
Cumberland WTBO
Atlanta WSB
Savannah WSAV
Jacksonville WJAX
Tampa WFLA
Lakeland WLAK
Miami WIOD
Greenville WFBC
Greenwood WCRS
Columbia WIS
Charleston WTMA
Asheville WISE
Charlotte WSOC
Winston Salem WSJS
Raleigh WPTF
Martinsville WMVA
Richmond WMBG
Norfolk WTAR
Washington WRC
Baltimore WBAL
Wilmington WDEL
Philadelphia KYW
Trenton WTTM
New York WEAF
Johnstown WJAC
Williamsport WRAK
Wilkes Barre
Hazleton WAZL
Allentown
Easton WEST
Reading
WEEU
Lancaster WGAL
York WORK
Toronto CBL
Rochester WHAM
Buffalo WBEN
Syracuse WSYR
Elmira WENY
Schenectady WGY
Montreal CBF CBM
Springfield WBZA
Hartford WTIC
Providence WJAR
Boston WBZ
Portland WCSH
Bangor WLBZ
WASH.
ORE.
CAL.
NEV.
IDA.
MONT.
WYO.
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GA.
FLA.
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N.C.
VA.
W.VA.
PA.
N.Y.
N.J.
DEL.
CT.
VT.
N.H.
ME.

Group Ownership of U. S. Broadcasting Stations

These groups are not necessarily available as networks but are listed to show ownership or operation of three or more stations by single entities.

BLUE NETWORK OWNED AND MANAGED STATIONS—WJZ, New York; WENR, Chicago; KGO, San Francisco; KECA, Los Angeles. All affiliates of BLUE Network; all represented nationally by Blue Network Spot Sales.

CLEVELAND PLAIN DEALER STATIONS—Includes WHK, Cleveland; WHKK, Akron; WHKC, Columbus; WKBN, Youngstown (minority interest).

COLUMBIA OWNED STATIONS—WABC, New York; WTOP, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis; WEEI, Boston. All affiliates of CBS network; all represented nationally by Radio Sales.

THE COWLES STATIONS (Cowles Broadcasting Company)—Comprising KRNT, Des Moines; WNAX, Sioux City-Yankton; WOL, Washington; WHOM, Jersey City-New York; WCOP, Boston. Though the Cowles Stations are not sold as a group, the Mid-States Group composed of KRNT, WNAX and WMT (WMT owned by the American Broadcasting Stations, Inc.) is available. Represented nationally by The Katz Agency, Inc. Headquarters: Any station. Executive officers: Gardner Cowles, jr., president; John Cowles, chairman of the board and vice president; T. A. M. Craven, vice president in charge of engineering; Craig Lawrence, vice president directly supervising WHOM and WCOP; Phil Hoffman, vice president supervising KRNT and WNAX; Merle Jones, general manager of WOL; Don Inman, general manager and vice president of WNAX; A. N. Armstrong, Jr., general manager of WCOP; Ted Enns, national sales manager, Cowles Stations; Robert Dillon, commercial manager of KRNT; Carl T. Koester, treasurer; Karl R. Haase, assistant treasurer.

DON LEE BROADCASTING SYSTEM—Owned and managed stations: KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara; KHJ-FM and W6XAO, Hollywood. Vice-President and General manager: Lewis Allen Weiss, KHJ.

FORT INDUSTRY CO. STATIONS (George B. Storer-John H. Ryan)—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O.; WAGA, Atlanta; WFTL, Miami; KIRO, Seattle (minority). Headquarters: New Center Bldg., Detroit.

GANNETT NEWSPAPERS STATIONS—WHEC, Rochester; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WTHT, Hartford; WDAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (minority). All holdings through newspapers.

GENERAL TIRE & RUBBER CO. STATIONS (Formerly owned by The John Shepard Jr. interests)—WNAC, Boston; WAAB, Worcester; WEAN, Providence; WICC, Bridgeport, Conn.; WHTD, Hartford, Conn. President: William F. O'Neil. Chairman of the Board: John Shepard 3d. [See Yankee Network.]

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president and acting executive manager. Represented nationally by Spot Sales Inc.

HEARST RADIO Inc.—Licensee of WBAL, Baltimore; WINS, New York; WISN, Milwaukee; WCAE Inc., licensee of WCAE, Pittsburgh. Headquarters: 25 W. 43d St., New York 18. E. M. Stoer, vice-president; Leonard Kapner, general manager.

GENE A. HOWE-T. E. SNOWDEN STATIONS—KGNC, Amarillo; KFYO, Lubbock; KTSA, San Antonio; KRGV, Weslaco, Tex. O. L. Taylor, general manager.

JOHN A. KENNEDY STATIONS—WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WSAZ, Huntington, W. Va. (minority).

PIERCE E. LACKEY STATIONS—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.; WSON, Henderson, Ky.

CLARENCE & MARTIN LEICH STATIONS—WEOA and WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

JOHN J. LOUIS STATIONS—KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz.; KYCA, Prescott, Ariz. Dick Lewis, general manager.

McCLATCHY BROADCASTING CO. STATIONS—Stations owned by McClatchy Newspapers: KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: McClatchy Broadcasting Co., Sacramento. President: Eleanor McClatchy.

McCLUNG STATIONS—KHSL, Chico; KYOS, Merced; KVCV, Redding.

MORGAN MURPHY-WALTER C. BRIDGES STATIONS—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis. Mr. Murphy also has an interest in KVOL, Lafayette, La. Mr. Bridges has interest in WJMC, Rice Lake, Wis.

NBC OWNED AND OPERATED STATIONS—Owned: WEAF, New York; WRC, Washington; WMAQ, Chicago; WTAM, Cleveland; KPO, San Francisco; KOA, Denver. All members of NBC network; all represented nationally by NBC Spot Sales.

J. LINDSAY & GILMORE NUNN STATIONS—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.; WBIR, Knoxville, Tenn.

OKLAHOMA PUBLISHING CO. STATIONS (E. K. Gaylord, Edgar T. Bell, et al)—WKY, Oklahoma City; KLZ, Denver and KVOR, Colorado Springs (owned by stockholders of Oklahoma Publishing Co.).

GEORGE A. RICHARDS-LEO FITZPATRICK STATIONS—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal. (Stock in WJR publicly held.)

JOHN H. PERRY STATIONS—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.

ADELINE B. RINES STATIONS—WCSH, Portland, Me.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.

SCRIPPS-HOWARD GROUP — Scripps-Howard Radio Inc., is licensee of WCPO, Cincinnati, and WNOX, Knoxville, and operator of WMPS, Memphis. Memphis Publishing Co. is licensee of WMC, operated separately. Memphis Broadcasting Co., wholly owned by Memphis Publishing Co., is licensee of WMPS, Memphis. New York. Officials: Jack R. Howard, 230 Park Ave., New York, president (on leave U. S. Navy); James C. Hanrahan, WMPS, executive vice-president (on leave U. S. Army); Richard Westergaard, vice-president (on leave). Mortimer C. Watters, WCPO, vice-president and general manager.

STEINMAN STATIONS (J. Hale & John F. Steinman)—WGAL, Lancaster, Pa.; WORK, York, Pa.; WEST, Easton, Pa.; WAZL, Hazleton, Pa.; WDEL, Wilmington, Del. (Mason Dixon Radio Group). Minority interest WILM, Wilmington, Del.

SYMONS-CRANEY STATIONS—KGIR, Butte, Mont.; KXL, Portland, Ore.; KFPY, Spokane, Wash.; KPFA, Helena, Mont. (Craney only); KRBM, Bozeman, Mont.

TRI-CITY STATIONS (Edward A. & Philip P. Allen)—Regional hookup of three Virginia stations: WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Philip P. Allen. Executive Offices: WLVA, Lynchburg.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, Boston; WBZA, Srpingfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore. Also shortwave station WBOS, Boston. Also FM stations WBZ-FM, Boston; KDKA-FM, Pittsburgh; WOWO-FM, Fort Wayne; KYW-FM, Philadelphia; WBZA-FM, Springfield, Mass. Not operated as network but directly supervised by this subsidiary of Westinghouse Electric & Manufacturing Co. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadeelphia. Officials: Walter Evans, vice-president; Lee B. Wailes, general manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; F. A. Logue, auditor; Gordon Hawkins, program and educational director; F. P. Nelson, shortwave and television dept.

HARRY C. WILDER STATIONS—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; WKNE, Keene, N. H.; WELI, New Haven, Conn.

Keystone Broadcasting System Transcription Network: Officers and Affiliates

Headquarters—580 Fifth Ave., New York City. Telephone Longacre 3-2221

MICHAEL M. SILLERMAN, *President and General Manager*

KEYSTONE BROADCASTING SYSTEM Inc.—Officers: Michael M. Sillerman, president; Arthur Wolf, vice-president; William Wolf, vice-president; Sidney J. Wolf, secretary-treasurer. New York Office—580 Fifth Ave.; telephone, Longacre 3-2221; general manager, Michael M. Sillerman. Chicago Office—134 No. LaSalle St.; telephone, State 4590; sales manager, Naylor Rogers. Hollywood Office—6331 Hollywood Blvd.; telephone, Hollywood 5338; program director, Elaine N. Gonda; account executive, Ralph W. Harker.

DESCRIPTION OF SERVICE: Keystone Broadcasting System is a transcription network principally covering secondary markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcriptions, eliminating wire charges. At time of going to press, the network includes 202 affiliated stations. The network supplies its stations with 84 fully scripted sustaining shows per week, filling four hours per day, seven days per week, to a total of 28 hours per week. The System offers its facilities in blocks of time from one hour down to 15-minute periods, and also makes available announcement periods down to 25-word length. The list of stations affiliated with Keystone as of Jan. 1, 1945, is as follows:

ALABAMA—WJLD, Bessemer; WMSL, Dacatur; WBHP, Huntsville; WLAY, Muscle Shoals; WJHO, Opelika; WJRD, Tuscaloosa.

ALASKA—KFQD, Anchorage.

ARKANSAS—KFFA, Helena; KBTM, Jonesboro; KOTN, Pine Bluff; KUOA, Siloam Springs; KWFC, Hot Springs.

COLORADO—KGIW, Alamosa; KIUP, Durango; KFXJ, Grand Junction; KOKO, La Junta; KGEK, Sterling.

FLORIDA—WINK, Ft. Myers; WTMC, Ocala; WDLP, Panama City; WSPB, Sarasota.

GEORGIA—WGAU, Athens; WGAC, Augusta; WMOG, Brunswick; WGAA, Cedartown; WMJM, Cordele; WBLJ, Dalton; WMLT, Dublin; WGGA, Gainesville; WKEU, Griffin; WLAG, La Grange; WMGA, Moultrie; WRLC, Toccoa; WAYX, Waycross.

IDAHO—KID, Idaho Falls; KWAL, Wallace.

ILLINOIS—WMRO, Aurora; WJBC, Bloomington; WDWS, Champaign; WEBQ, Harrisburg; WJPF, Herrin; WLDS, Jacksonville; WCLS, Joliet.

INDIANA—WHBU, Anderson; WTRC, Elkhart; WKMO, Kokomo; WKBV, Richmond; WLBC, Muncie.

IOWA—KROS, Clinton; KVFD, Fort Dodge.

KANSAS—KVAK, Atchison; KGNO, Dodge City; KTSW, Emporia; KIUL, Garden City.

KENTUCKY—WLBJ, Bowling Green; WHLN, Harlan; WSON, Henderson; WHOP, Hopkinsville; WOMI, Owensboro; WPAD, Paducah.

MAINE—WAGM, Presque Isle.

MASSACHUSETTS—WESX, Salem.

MICHIGAN—WHDF, Calumet; WDBC, Escanaba; WJMS, Ironwood; WDMJ, Marquette; WHLS, Port Huron; WTCM, Traverse City.

MINNESOTA—KWLM, Willmar.

MISSISSIPPI—WROX, Clarksdale; WCBI, Columbus; WJPR, Greenville; WGRM, Greenwood; WGCM, Gulfport; WFOR, Hattiesburg; WAML, Laurel; WSKB, McComb; WMIS, Natchez; WQBC, Vicksburg; WELO, Tupelo.

MISSOURI—KWOS, Jefferson City; KWOC, Poplar Bluff; KDRO, Sedalia.

MONTANA—KRJF, Miles City; KGCX, Sidney.

NEBRASKA—KORN, Fremont; KHAS, Hastings; KGFW, Kearney; KODY, North Platte; KGKY, Scotts Bluff.

NEW HAMPSHIRE—WLNH, Laconia.

NEW JERSEY—WSNJ, Bridgeton.

NEW MEXICO—KAVE, Carlsbad; KICA, Clovis; KWEW, Hobbs; KGFL, Roswell; KTNM, Tucumcari.

NEW YORK—WMBO, Auburn; WBTA, Batavia; WALL, Middletown; WSLB, Ogdensburg; WHDL, Olean; WMFF, Plattsburg; WNBZ, Saranac Lake; WFAS, White Plains.

NORTH CAROLINA—WBBB, Burlington; WEGO, Concord; WCNC, Elizabeth City; WGNC, Gastonia; WGBR, Goldsboro; WHKY, Hickory; WMFR, High Point; WHIT, New Bern; WCBT, Roanoke Rapids; WEED, Rocky Mount; WGTM, Wilson; WRRF, Washington.

NORTH DAKOTA—KOVC, Valley City.

OHIO—WFIN, Findlay; WMRN, Marion.

OKLAHOMA—KVSO, Ardmore; KASA, Elk City; KHBG, Okmulgee; WBBZ, Ponca City; KSWO, Lawton.

OREGON—KAST, Astoria; KBKR, Baker; KBND, Bend; KLBM, La Grande; KMED, Medford; KRNR, Roseburg; KSLM, Salem; KODL, The Dalles.

PENNSYLVANIA—WCED, DuBois.

SOUTH CAROLINA—WOLS, Florence; WCRS, Greenwood; WFIG, Sumter.

SOUTH DAKOTA—KGFX, Pierre; KOTA, Rapid City; KWAT Watertown.

TENNESSEE — WOPI, Bristol; WJZM, Clarksville; WHUB, Cookeville.

TEXAS—KRIC, Beaumont; KNEL, Brady; KEEW, Brownsville; KBWD, Brownwood; KEYS, Corpus Christi; KAND, Corsicana; KDNT, Denton; KLUF, Galveston; KGBS, Harlingen; KSAM, Huntsville; KOCA, Kilgore; KPAB, Laredo; KFRO, Longview; KRBA, Lufkin; KRLH, Midland; KNET, Palestine; KPDN, Pampa; KIUN, Pecos; KVOP, Plainview; KXOX, Sweetwater; KTEM, Temple; KGKB, Tyler; KVWC, Vernon; KVIC, Victoria.

UTAH—KSUB, Cedar City; KVNU, Logan, KEUB, Price.

VERMONT—WSYB, Rutland; WWSR, St. Albans; WDEV, Waterbury.

VIRGINIA—WCHV, Charlottesville; WKEY, Covington; WFVA, Fredericksburg; WMVA, Martinsville; WLPM, Suffolk; WINC, Winchester.

WASHINGTON—KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KRKO, Everett; KGY, Olympia; KTBI, Tacoma.

WEST VIRGINIA—WJLS, Beckley; WLOG, Logan; WAJR, Morgantown; WBRW, Welch; WBTH, Williamson.

WISCONSIN—WHBY, Appleton; WATW, Ashland; WCLO, Janesville; WOMT, Manitowoc; WIGM, Medford; WIBU, Poynette; WRJN, Racine.

WYOMING—KDFN, Casper; KFBC, Cheyenne; KPOW, Powell; KVRS, Rock Springs; KWYO, Sheridan.

Cresta Blanca Wine Company, Inc.

LIVERMORE, CALIFORNIA

January 1945

TO ALL OUR FRIENDS AT:

KARM	Fresno
KDAL	Duluth
KFAB	Lincoln
KFPY	Spokane
KGDM	Stockton
KILO	Grand Forks
KIRO	Seattle
KLZ	Denver
KMBC	Kansas City
KMOX	St. Louis
KNX	Los Angeles
KOIL	Omaha
KQW	San Francisco
KRLD	Dallas
KROY	Sacramento
KTRH	Houston
KTSA	San Antonio
KVOR	Colorado Springs
KWKH	Shreveport
WABC	New York
WADC	Akron
WBBM	Chicago
WBNS	Columbus
WBRY	Waterbury
WCAO	Baltimore
WCAU	Philadelphia
WCCO	Minneapolis
WCED	DuBois
WCKY	Cincinnati
WCSC	Charleston
WDAE	Tampa
WDBJ	Roanoke
WDBO	Orlando
WDOD	Chattanooga
WDRC	Hartford
WEEI	Boston
WFBL	Syracuse
WFBM	Indianapolis
WFOY	St. Augustine
WGAR	Cleveland
WGAU	Athens
WGBI	Scranton
WGST	Atlanta
WHAS	Louisville
WHIO	Dayton
WIBX	Utica
WINK	Ft. Myers
WISN	Milwaukee
WJAS	Pittsburgh
WJNO	West Palm Beach
WJR	Detroit
WKBN	Youngstown
WKBW	Buffalo
WLAC	Nashville
WLAW	Lawrence
WMAS	Springfield, Mass.
WMAZ	Macon
WMBD	Peoria
WMBR	Jacksonville
WNBF	Binghamton
WOKO	Albany
WPRO	Providence
WQAM	Miami
WREC	Memphis
WSOY	Decatur
WSPA	Spartanburg
WSPB	Sarasota
WTAG	Worcester
WTAQ	Green Bay
WTAX	Springfield, Ill.
WTOC	Savannah
WTOP	Washington
WWL	New Orleans

Thanks to the Columbia Broadcasting System and to its affiliated stations which helped, through generous promotional cooperation, to make friends for the "Cresta Blanca Carnival" and "This Is My Best" during 1944. To you, and to all the others who have been so kind to us, we send our best wishes for 1945.

Sincerely,

C-R-E-S-T-A B-L-A-N-C-A

DIRECTORY OF U.S. GOVERNMENT AGENCIES

(For Federal Communications Commission Listing See Page 398)

DEPT. OF AGRICULTURE WAR FOOD ADMINISTRATION

14th St. and Independence, S. W.
REpublic 4142

Director of Information: Keith Himebaugh.

Radio Service: Chief, Wallace L. Kadderly; Supervisor of Programs, C. B. Gay; Field Supervisor of Radio Service, Charles A. Bond.

DEPT. OF COMMERCE

14th and Constitution Ave., N. W.
DIstrict 2200

Division of Current Information: Chief, Clarence G. Marshall.

Bureau of Foreign & Domestic Commerce: Director, Amos E. Taylor.

Division of Industrial Economy, Specialties Unit: Advertising Specialist, Kenneth Davis; Radio Specialist, John Shannon.

Census Bureau: Director, James C. Capt.

Bureau of Standards: Chief of Radio Section, Dr. J. H. Dellinger.

DEPARTMENT OF JUSTICE

Dept. of Justice Bldg.
9th and Pennsylvania Ave.
REpublic 8200

Attorney General: Francis Biddle.

Assistant Attorney General in charge of Anti-trust Division: Wendell Berge.

Special Assistant Attorney General and Chief of Litigation Section, Anti-Trust Division: Holmes Baldridge.

Director of Information: Charles Malcolmson.

INTERIOR DEPARTMENT

C St., Between 18th & 19th Sts., N.W.
REpublic 1820

Director of Information: John Ryckman.

Radio & Television Section: Director, Shannon Allen; Chief script writer, Louis J. Hazam; Chief engineer, Herbert F. Dengler.

OFFICE OF CENSORSHIP

7th and Pennsylvania Ave., N. W.
EXecutive 3800

Director of Censorship: Byron Price.

Broadcasting Division: Assistant Director, John E. Fetzer. Assistants: Edward H. Bronson, Wallace G. West, Peter H. Cousins.

Assistant Director (Chief Cable & Radio Censor): Capt. H. K. Fenn (USN).

OFFICE OF COORDINATOR OF INTER-AMERICAN AFFAIRS

Dept. of Commerce Bldg.
REpublic 7500

Deputy Coordinator: Wallace K. Harrison.

Radio Division, Department of Information: Director, John W. G. Ogilvie; Associate Director, Paul Kruming; Assistant Director, Robert L. Wood; Content and Planning, Cyrus H. Nathan.

OFFICE OF ECONOMIC STABILIZATION

Federal Reserve Bldg.
Constitution Ave.
REpublic 7500

Director: Fred M. Vinson.

Assistant to the Director: Edward Prichard.

OFFICE OF PRICE ADMINISTRATION

Second and D Sts., S. W.
REpublic 7500

Deputy Administrator for Information: Alfred B. Stanford.

Radio Branch, Information Dept.: Eloise Daubenspeck.

OFFICE OF WAR INFORMATION

Social Security Bldg.
REpublic 7500

Director: Elmer Davis.

Domestic Branch Director: Neil T. Dalton.

News Bureau: Chief, Dowsley Clark.

Radio Bureau: Chief, George P. Ludlam; Chief, Station Relations Division, Willett Kempton; Chief, Allocations Division, Joseph Ecclesine; Chief, Special Assignment Division, Harold Rosenberg; Deputy Chief, New York, Harold Rosenberg, 280 Madison Ave., Murray Hill 3-6800; Deputy Chief, Hollywood, Cornwell Jackson, Taft Building, Hempstead 3211; Deputy Chief, Chicago, Mrs. Lavinia Schwartz, 75 East Wacker Drive, Andover 5727.

Station Relations Regional Chiefs: Atlanta 3, Madelinn Chace, 1729 Candler Bldg., Walnut 4121; Boston 8, Walter Hackett, 17 Court St., Lafayette 7500; Chicago 1, Mrs. Lavinia Schwartz, 75 East Wacker Drive, Andover 5727; Cleveland 14, Alfred H. Llewelyn, 728 Union Commerce Bldg., Cherry 7913; Dallas 1, David Russell, 1023 Mercantile Bank Bldg., Riverside 5711; Denver 2, Ben Bezoff, 444 17th St., Tabor 3173; Kansas City 6, Jerry A. Deane, 1509 Fidelity Bldg., Harrison 6464; Minneapolis 1, Mrs. Hayle S. Cavanor, 205 Midland Bank Bldg., Main 3244; New York 16, Harry Levin, 280 Madison Ave., Murray Hill 3-6800; Philadelphia 7, Broughton Tall, 814 Stephen Girard Bldg., 21 S. Twelfth St, Rittenhouse 9420; Richmond 19, Walter Huffington, 19 N. Seventh St., 7-1841 ; San Francisco 3, Lou Keplinger, Western Merchandise Mart, 1355 Market St., Klondike 2-2300 ; Los Angeles 13, Jane Alvies 510 Broadway Arcade Bldg, Madison 8743.

Regional Consultants to Radio Bureau: Harold E. Fellows, Station WEEI, Boston, Mass.; Arthur Hull Hayes, Station WABC, 485 Madison Ave., New York 22; Leon Levy, Station WCAU, Philadelphia, Pa.; Richard Mason, Station WPTF, Raleigh, N. C.; John Rivers, Station WCSC, Charleston, S. C.; James H. Moore, Station WSLS, Roanoke, Virginia; John Outler, Station WSB, Atlanta, Ga.; Henry Slavick, Station WMC, Memphis, Tenn.; H. K. Carpenter, Station WHK (WCLE), Cleveland, Ohio; Leo Fitzpatrick, Station WJR, Detroit, Mich.; Leslie C. Johnson, Station WHBF, Rock Island, Ill.; C. J. Lanphier, Station WEMP, Milwaukee, Wis.; Ed Borroff, The Blue Network, Merchandise Mart, Chicago, Ill.; Hugh Feltis, KOIL Omaha, Neb.; Kenneth M. Hance, KSTP St. Paul, Minn.; Robert Enoch, KTOC, Oklahoma City, Okla.; Martin Campbell, WFAA WBAP, Dallas, Ft. Worth; John McCormack, KWKH KTBS, Shreveport, La.;; Karl O. Wyler, KTSM, El Paso; Robert Hudson, Dir., Rocky Mountain Radio Council, 21 E. 18th Ave., Denver; Frank Quinn, KOB Albuquerque, N. Mex.; Mrs. Georgia Phillips, KIDO Boise, Idaho; Arthur Mosby, Station KGVO Missoula, Mont.; Arthur Westlund, KRE Berkeley, Cal.; Lawrence W. McDowell, KFOX, Long Beach, Cal.; Dick Lewis, KTAR Phoenix, Ariz.; Sheldon F. Sackett, KOOS Marshfield, Ore.; Robert S. Nichols, KEVR Seattle, Wash.

Overseas Branch Director: Edward W. Barrett. Executive Director, Thurman L. Barnard. Communications Facilities Bureau: Chief, James O. Weldon; Fred H. Trimmer, Assistant to the Chief. Engineering Division: Chief, Charles L. Jeffers.

OFFICE OF WAR MOBILIZATION AND RECONVERSION

East Wing, White House
NAtional 1414

Director: James F. Byrnes.

Special Assistant: Walter Brown.

Administrative Officer: Cassie Connor.

NAVY DEPARTMENT

18th and Constitution Ave.
REpublic 7400

Office of Public Relations: Director, Rear Adm. Aaron S. Merrill.

Radio Section, Office of Public Realtions: Chief, Lt. Comdr. J. H. Hartley; Executive Officer, Lt. Comdr. Charles E. Dillon; Assistants, Lt. R. H. McIlwaine, Lt. Hazel K. Markel (WR), Lt. Arthur Kurlan; Lt. M. F Royston, Engineer; Assistant to Engr., Lt. J. M. Murray; Administrative Officer, Lt. (j.g.) L. D. Frazer (WR).

New York Branch, 580 Fifth Ave: Lt. Thayer Cumings, Lt. Armand S. Deutsch, Raymond Katz, Y 1/c.

NATIONAL WAR LABOR BOARD

Labor Dept. Bldg.
14th and Constitution Ave.
REpublic 7500

Chairman: William H. Davis.

Regional Chairmen: Boston, Saul Wallen, 209 Washington St.; New York, T. L. Norton, 220 E. 42nd St.; Philadelphia, Sylvester Garrett, Girard Bldg.; 'Atlanta, M. T. Van Hecke, P. O. Box 1322; Cleveland, Frederick H. Bullen, Guardian Bldg.; Chicago, Edgar L. Warren, 332 S. Michigan Ave.; Kansas City, Paul F. Nachtman, Fidelity Bldg.; Dallas, Wales H. Madden, Mercantile Bank Bldg.; Denver, J. Glenn Donaldson, Paramount Bldg.; San Francisco, Thomas F. Neblett, 1355 Market St.; Detroit, Louis C. Miriani, Penobscot Bldg.; Seattle, Dr. George B. Noble, 1411 4th Ave.

STATE DEPARTMENT

17th and Pennsylvania Ave.
REpublic 5600

Secretary of State: Edward R. Stettinius.

Assistant Secretary in Charge of Public and Cultural Relations, Archibald MacLeish.

Office of Transportation and Communications: Telecommunications Director, Francis Colt DeWolf, Chief; Harvey B. Otterman, George R. Canty, Assistant Chiefs.

Division of Cultural Cooperation: Chief, Bryn J. Hoode.

TREASURY DEPARTMENT

15th St. and Pennsylvania Ave.
EXecutive 6400

War Finance Division: National Director, Ted R. Gamble.

Radio Section: Chief, Robert J. Smith.

Staff: Shirley Burke (New York), Morton A. Millman, Ruth Girard, Maebeth S. Mock, Lillie R. Tavenner.

Radio Information Unit: Chief, Bernard W. Molohon.

U. S. MARITIME COMMISSION

Dept. of Commerce Bldg.
14th and Pennsylvania Ave.
EXecutive 3340

Division of Public Relations: Director, Robert W. Horton.

Radio Section: Robert M. Miller in charge.

WAR ADVERTISING COUNCIL

11 W. 42nd St., New York 18
(Headquarters)
Bryant 9-3641

Chairman: Harold B. Thomas.

Vice Chairmen: Kerwin H. Fulton, William Reydel, Paul West.

Secretary-Treasurer: Frederick Gambler.

Director of Information: Irwin Robinson.

Office Manager: Douglas Meldrum.

Staff Managers: Guy Lemmon, Edwin Perrin, Evelyn Blewett, Jean Flinner, Charles W. Alexander.

Washington Office
1010 Vermont Ave., N. W.
DIstrict 9043

Executive Director: Theodore S. Repplier.

Staff Manager: Allan M. Wilson.

WAR DEPARTMENT

Pentagon Bldg.
REpublic 6700

Bureau of Public Relations: Director, Maj. Gen. A. D. Surles.

Radio Branch, Bureau of Public Relations: Chief, Col. E. M. Kirby.

Information and Education Division, Armed Forces Radio Service: Commanding Officer, Col. Thomas H. A. Lewis, 6011 Santa Monica Blvd., Los Angeles; Officer in Charge, Radio section, Washington office, Lt. Col. H. M. Jackson; Officer in Charge, New York office, Capt. Frank King.; Officer in Charge, San Francisco office, Lt. Robert Thomas; Radio Liaison, Maj. William P. Mullen; Troop Information, Lt. Col. True Boardman; Shortwave, Maj. J. C. Hermann; Broadcast Service, Maj. Purnell H. Gould; Hospital Service, Maj. M. R. Buck; Executive Officer, Maj. M. T. Work; Asst. Executive Officer, Lt. F. V. Cowing; Radio Equipment, Maj. G. J. Rohrich; Censorship, Lt. F. J. Seeley; Spot Announcements, Lt. Gerald Tannenbaum; Technical Standards, Lt. B. C. Boatright; Music, Maj. Meredith Willson; Education Unit, Lt. David E. Friedkin.

WAR PRODUCTION BOARD

Social Security Bldg.
REpublic 7500

Radio & Radar Division: Acting Director, Ray C. Ellis; Domestic and Foreign Branch: Chief, John Creutz.

Directory of
ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

With Executive Radio Personnel and Radio Accounts

A

WILLIAM HART ADLER INC.
720 N. Michigan Ave., Chicago 11
Tel.: Superior 7785

Radio Dept.: Frances Durst, radio director

ADVERTISERS' SERVICE
229 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 6383

Radio Dept.: V. A. Fleischmann, president; J. W. Martin, H. R. Langlie, account executives.

ADVERTISING-BUSINESS AGENCY
1213 Throckmorton St., Forth Worth 2, Texas
Tel.: 3-2421

Radio Dept.: H. W. Johnson, Thomas L. Yates, account executives.

Radio Accounts: Universal Mills; Haltom's Jewelers.

ADVERTISING INC.
Central Natl. Bldg., Richmond 19, Va.
Tel.: 3-2809

Radio Dept.: Alicia G. Smithers, radio director; J. Lynn Miller, account executive.

Radio Accounts: Va. Electric & Power Co.; Jacobs & Levy.

ADRIAN BAUER ADV.
1717 Sansom St., Philadelphia
Tel.: Rittenhouse 4331

Radio Dept.: Adrian Bauer, radio director.

ADVERTISING TRADE SERVICE
303 Fifth Ave., New York 16
Tel.: Murray Hill 4-3800

Radio Dept.: Ralph B. Halley, radio director & timebuyer.

AGENCY SERVICE CORP.
66 E. South Water St., Chicago 1
Tel.: Central 5255

Radio Dept.: Earl E. Sproul, president.

AITKIN-KYNETT CO.
1400 S. Penn Square, Philadelphia 2
Tel.: Rittenhouse 7810

Radio Dept.: H. H. Kynett, timebuyer; D. B. Langan, production.

R. H. ALBER CO.
1151 S. Broadway, Los Angeles 15
Tel.: Prospect 3331

Radio Dept.: R. H. Alber, president; Pauline Hagen, spot timebuyer.

Radio Accounts: Gospel Broadcasting Assn.

ALLEN HEATON & McDONALD
Enquirer Bldg., Cincinnati 2
Tel.: Cherry 3414

Radio Dept.: Douglas M. Allen, account executives.

Radio Account: Art Dry Cleaning Co.

ALLEN & REYNOLDS
Insurance Bldg., Omaha 2
Tel.: Atlantic 4445

Radio Dept.: Earl Allen, M. H. Reynolds, Karl Joens, Robert Reynolds, account executives; Harry Walsh.

ALLEY & RICHARDS CO.
370 Lexington Ave., New York 17
Tel.: Lexington 2-3020

Radio Dept.: H. M. Billerbeck, partner, radio director & timebuyer; Charles A. Holcomb, account executive.

Boston 16—Statler Bldg. Tel.: Hubbard 8850 George H. Boyer, radio director; Langley C. Keyes, account executive.

Radio Accounts: R. C. Williams & Co. Inc.; Allen V. Smith Co. Inc.; Boit, Dalton & Church; Glenwood Range Co.; Kennedy's Inc.

ALLIED ADV. AGENCIES
167 Vermont Ave., Los Angeles 4
Tel.: Drexel 7331

Radio Dept.: Fehr Gardner, owner & account executive; Walter K. McCreery, gen'l manager & acc't executive; Donald F. Martin, resident manager; Charles B. Ganz, Howard Esary, Richard Bartlett, John Bradley, account executives; Shirley Peron, timebuyer; Mayfield Taylor, production manager; Bill Welsh, ass't production manager; Lee Wood Goldsmith, Allan McKee, writer-producers.

San Francisco 3—5 Third St. Tel.: Douglas 7018. H. H. Hindley, resident manager & account executive; Lowell Smith, radio director & timebuyer; Victor Ueberroth, account executive.

Seattle 1—Northern Life Tower Bldg. Tel.: Elliott 0936. Arthur Moore, resident manager & account executive; Grant Merrill, account executive.

Radio Accounts: Furmbuilt Clothes; Shipstad & Johnson; Ice Capades Inc.; Charles Studios; Monogram Pictures Corp.; West Pico Furniture Co.; California Mission-Pak Co.; Gotham Restaurant; Susan's Babies Studios; John E. Reed. San Francisco Accounts: Winterland Auditorium Inc.; Blindcraft; Simpson Co.; San Francisco Chronicle; Merrill's Drugs. Seattle Accounts: Hamrick-Evergreen Theatres; Seattle Ice Arena; Matheny-Bacon Lumber Co.; Arden Farms.

AMBRO ADV. AGENCY
Dows Bldg., Cedar Rapids, Ia.
Tel.: 4139

Radio Dept.: H. J. Rowe, A. O. Ambroz, account executives.

MERRILL ANDERSON CO.
142 E. 39th St., New York 16
Tel.: Murray Hill 5-3045

Radio Dept.: George Piggott, Edward S. Johnson Jr, timebuyers; Gertrude Conroy, Merrill Anderson, account executives.

Radio Accounts: Syracuse Trust Co.; Onondaga County Savings Bank; National Bank of Commerce; Wachovia Bank & Trust Co.

ANDERSON, DAVIS & PLATTE INC.
50 Rockefeller Plaza, New York 20
Tel.: Columbus 5-4868

Radio Dept.: L. G. Van Akin, treasurer, radio director & timebuyer; Karl Knipe, television director.

Washington 5—821 15th Street N. W. Tel.: National 7142. George Doying, manager.

ANFENGER ADV. AGENCY
1705 Olive St., St. Louis 3
Tel.: Chestnut 6380

Radio Dept.: Vernon L. Morelock, radio & television director; H. G. Till, George L. Prater, Geo. A. Volz, G. Gordon Hertslet, Walter Winius, account executives; Ray D. Williams, Lynn Westbury Brown.

New Orleans 12—Canal Bldg. Tel.: Raymond 0845. Bill Bryan, radio director.

Radio Accounts: Wanzel Tent & Duck Co.; American Packing Co.; Merit Clothing Co.; Falls City Brewing Co.; Hotel Jefferson; Lion Oil Co.; Jackson Brewing Co.; Reardon Co.; Seven-Up Bottling Co.

ANIOL & AULD
Transit Tower, San Antonio 5
Tel.: Fannin 9148

Radio Dept.: Claude B. Aniol, president; Jack Millburg, account executive.

ARBEE AGENCY INC.
3229 Wabash Ave., Terre Haute, Ind.
Tel.: Crawford 3563

Radio Dept.: W. L. Smith, manager; W. Rex Bell, account executive.

Radio Accounts: Toastmaster Baking Co.

JOHN FALKNER ARNDT & CO.
Lewis Tower, Philadelphia 2
Tel.: Pennypacker 3540

Radio Dept.: S. Seymour Preston, radio director.

Soap; North American Dye Corp.; Brylcreem; J. C. Eno Ltd.; Phelps Dodge Refining Corp.; Scott's Emulsion.

ARTWIL ADV. CO.
22 W. 48th St., New York 19
Tel.: Medallion 3-0813

Radio Dept.: Arthur Bandman, account exective.

Radio Accounts: Ono-Haler Co. Inc.; Henry George School.

ASSOCIATED ADV. AGENCY
Fla. Natl. Bank Bldg., Jacksonville 2
Tel.: 3-1253

Rado Dept.: Hunter Lynde, radio director, timebuyer.

Radio Accounts: Foremost Dairies Inc.; Jax Brewing Co.

ASSOCIATED BROADCASTING CO.
817 E. 92nd St., Chicago 19
Tel.: Triangle 2244

Radio Dept.: Frank J. Kovach, radio director:

ARROW ADV. AGENCY
79 Wall St., New York 5
Tel.: Whitehall 4-8193

Radio Dept.: Rosetta Valenti, radio director & timebuyer.

ASSOCIATED ADV. AGENCY
1151 S. Broadway, Los Angeles 15
Tel.: Richmond 6218

Radio Dept.: P. O. Narveson, pres.; A. F. Larson, vice-pres.; Dorothy Graham, radio director & timebuyer.

Radio Accounts: Poppy Foods Products Co.; Party Snacks Co.; Utter-McKinley; Peerless Laundry Co.

ATHERTON & CURRIER
420 Lexington Ave., New York 17
Tel.: Mohawk 4-8795

Radio Dept.: J. W. Atherton, president & account executive; W. T. Tieman, timebuyer; J. D. Molnar, program director.

Toronto, Ont.—100 W. Adelade St. Tel.: Adelaide 5418. O. F. Burkhart, manager.

Radio Accounts: Beecham's Pills; Cuticura

E. EMMET ATKINSON ADV.
Parkway Bldg., Pasadena 1, Cal.
Tel.: Sycamore 3-0811

Radio Dept.: Bob Atkinson, radio director; Marion Lee, chief timebuyer; Ted Gates, account executive.

Radio Accounts: National Soap; Maryland Studios; Pierre's; Nutritional Research Products; Zymolac-Zymogel; Papaya-Mint Tea; Mark Ezra Co.

AUBREY, MOORE & WALLACE INC.
230 N. Michigan Ave., Chicago 1
Tel.: Randolph 0830

Radio Dept.: Jack North, radio director and timebuyer.

N. W. AYER & SON
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200

Radio Dept.: H. L. McClinton, vice-pres. in charge of radio; Robert Collins, manager; Clarence Cosby, chief timebuyer; Paul Kizenberger, timebuyer; Thomas J. McDermott, business manager; Max Wylie, production supervisor; Marge Kerr, talent; Philip A. Young, copy chief; Wauhillau La Hay, publicity; Rosalie Frank, promotion; Don McClure, television director; John B. Hunter, Wallace Orr, Peggy Le Boutillier, Edward R. Dunning, Jim Hauck, Lyman Clark, Potter Darrow, Charles Hogan, Arthur White, Edwin M. Scott, account executives.

Chicago 3—135 S. LaSalle St. Tel.: Randolph 3456. Sterling E. Peacock, vice-pres.

Boston 16—Statler Bldg. Tel.: Hubbard 4970. E. Craig Greiner, vice-pres.

Hollywood 28—Taft Bldg. Tel.: Granite 3697. Herbert C. Sanford, manager.

San Francisco 4—235 Montgomery St. Tel.: Sutter 2534. Carl J. Eastman, vice-pres.

Philadelphia 6—West Washington Sq. Tel.: Lombard 0100. H. A. Batten, pres.

Detroit 26—Penobscot Bldg. Tel.: Randolph 3800. Jack Henry, manager.

Radio Accounts: American Telephone & Telegraph Co.; Clicquot Club Co.; De Beers Consolidated Mines; Electric Companies Adv. Program; Goodyear Engineering Corp.; Hawaiian Pineapple Co.; Dr. Hess & Clark Inc.; Charles E. Hires Co.; Illinois Bell Telephone Co.; Sheffield Farms Co.; Supplee-Wills-Jones Milk Co.; United Drug Co.; Wyandotte Chemical Corp.; Television Account: Atlantic Refining Co.

B

BADGER & BROWNING & HERSEY
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-3720

Radio Dept.: H. W. Mallinson, Jr., vice-president; J. D. Knap Jr., Genevieve Schubert, Marie H. Missing.

Boston—75 Federal St. Tel.: Liberty 3364. F. S. Browning, treasurer.

S. C. BAER CO.
Times-Star Tower., Cincinnati 2
Tel.: Parkway 0409

Radio Dept.: S. C. Baer, president; J. C. McCoy, vice-president and account executive.

BALDWIN & STRACHAN INC.
374 Delaware Ave., Buffalo 2
Tel.: Washington 6854

Radio Dept.: John F. Higgins, radio and television director.

Radio Accounts: Widmer's Wine Cellars; Sears, Roebuck & Co.; Triple A Tablets Co.; Iroquois Beverage Corp.; O'Rourke Baking Co.; Rochester & Pittsburgh Coal Co.; Sattler's Inc.; Seven-Up Co.; S. R. Gerber Sausage Co.

JOHN BARNES ADV.
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Daly 2393

Radio Dept.: John Barnes, president and radio director; Al Herr, account executive; Edith R. Thompson, continuity.

Radio Accounts: Mrs. Karl's Bakeries, Wisconsin Ice & Coal Co.

BARNES-CHASE CO.
530 Broadway, San Diego 1
Tel.: Franklin 7771

Radio Dept.: Paul Terry, manager; Mary Glen Phalen, copywriter; Ruth Almstedt, account executive.

Los Angeles 15—1121 So. Hill. Tel.: Prospect 4118. E. W. Rudledge, manager.

BARRONS ADVERTISING CO.
1737 McGee, Kansas City 8
Tel.: Harrison 7730

Radio Dept.: Wheeler Godfrey, president & timebuyer; Frank H. Little, vice-president & account executive.

Radio Accounts: Sodiphene Co.; Sulpha-Septic Products; Midwest Wool Marketing Cooperative; National Protective Insurance Co.; Nourse Oil Co.; Seidlitz Paint & Varnish Co.; Stemmons Mfg. Co.

STUART BART ADV.
114 E. 32nd St., New York
Tel.: Lexington 2-2323

Radio Dept.: Betsy Ross, radio director & timebuyer.

G. M. BASFORD CO.
60 E. 42nd St., New York 17
Tel.: Murray Hill 2-2838

Radio Dept.: Henry R. Webel, radio director & timebuyer.

Radio Accounts: Tidewater Associated Oil Co. (Veedol Motor Oil) (Export Division).

TED BATES INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-9700

Radio Dept.: Edgar Small, vice-pres. & director of media; Tom Revere, vice-pres. & radio director; Richard Mann, MacDonald Dunbar, Betty R. Bruns, timebuyers.

Radio Accounts: Carter Products Inc. (Carter's Little Liver Pills); Colgate-Palmolive-Peet Co. (Palmolive Brushless Shave Cream, Colgate Dental Cream); Continental Baking Co. (Wonder Bread, Hostess Cakes).

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel: Eldorado 5-5800

Radio Dept.: Arthur Pryor Jr., vice-pres. in charge of radio; Oliver Presbrey, asst. radio director; Frank Silvernail, chief timebuyer; H. R. Milan, Eleanor Scanlan, J. J. Moore, timebuyers; Gertrude Scanlan, local radio manager; George Kondlof, chief scrip editor; Ted Long, television director; W. F. Moore, Wm. O'Donnell, Maurice Collette, J. D. Danforth, Frank Mahoney, S. A. Harned, Donald Vesley, Clifford Sutter, John Johns, Edward Hosp, L. H. Sherrill, account executives.

Boston 16—20 Providence St. Tel: Hubbard 0430. Francis W. Hatch, vice-pres.; Geo. L. Mattheson, Francis T. Baldwin, Laurence O. Pratt, account executives.

Buffalo 3—Rand Bldg. Tel: Cleveland 7915. Stanley P. Irvin, vice-pres.; Alan D. Lehmann, Dale Costa, Carl H. Davis, account executives.

Chicago 11—919 N. Michigan Ave. Tel: Superior 9200. Robert B. Barton, vice-pres.; Donald H. King, Kenneth W. Ellis, William Purcell, account executives; Russell Tolg, timebuyer.

Cleveland 13—1515 Terminal Tower. Tel: Prospect 3621. Clarence L. Davis, vice-pres. & account executive.

Hollywood 28—1680 N. Vine St. Tel: Hollywood 7337. Wayne Tiss, vice-pres.

Los Angeles 14—523 W. 6th St. Tel: Michigan 1354. W. B. Geissinger, vice-pres. & account executive; Howard Almon, Harold Patterson, Edward T. Clark, account executives; Mark Mulligan, timebuyer.

Minneapolis 2—N. W. Bank Bldg. Tel: Bridgeport 8381. J. C. Cornelius, exec. v. p. chg. Western Offices; H. H. Haupt, vice-pres.; Edward A. Cashin, Algot Swanson, Alan M. Shearer, Bob Chaney, account executives; Hale Byers, timebuyer.

(Continued on page 202)

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 201)

Pittsburgh 19—Grant Bldg. Tel: Grant 8060. Leon D. Hansen, vice-pres.; Faris Feland, Thomas Rigness, timebuyers.

San Francisco 4—Russ Bldg. Tel: Garfield 1017. C. H. Ferguson, vice-pres.; Anthony W. Neal:y, account executive; Paul Russell, timebuyer.

Radio Accounts: Armstrong Cork Co.; Continental Can Co.; I. E. Du Pont de Nemours & Co.; Ethyl Corp.; General Baking Co.; B. F. Goodrich Co.; Hoffman Beverage Co.; Nehi Corp.; N. Y. Telephone Co.; Penick & Ford, Ltd.; Reader's Digest Ass'n.; F. & M. Schaefer Brewing Co.; Servel, Inc.; E. R. Squibb & Sons; Waitt & Bond, Inc.; United Fruit; Boston Edison Co.; First Nat'l Bank of Boston; Southern New England Telephone Co.; Underwood Co.; Wildroot Co.; Corning Glass; Marine Midland Group Inc.; Household Finance Corp.; Murine Co. Inc.; Hart Schaffner & Marx; General Electric Co.; Cresta Blanca Wine Co.; Dubonnet Corp.; Golden State Co., Ltd.; Lyon Van & Storage; Western Auto Supply Co.; North American Aviation; Par-T-Pak; Cream of Wheat Corp.; Gamble Stores, Inc.; Minneapolis Brewing Co.; Northwestern Bell Telephone; North Star Woolen Mills; Fort Pitt Brewing Co.; U. S. Steel; Standard Oil Co. of Calif.

BAYARD & ECCLESTON

609 S. Grand Ave., Los Angeles 14
Tel.: Trinity 3206

Radio Dept.: J. W. Eccleston, Jr., director; Walter L. Jensen, producer; Ann Thompson Smith, publicity; J. Bayard, account executive.

Radio Accounts: Veterans of Foreign Wars—California; Meat-Y-Fresh Pet Food Co.

BAYLESS-KERR CO.

Hanna Bldg., Cleveland 15
Tel.: Main 0917

Radio Dept. H. D. Falls, account executive.

Radio Accounts: Cleveland Cleaner & Paste Co.

BEAUMONT & HOHMAN INC.

6 N. Michigan Ave. Chicago 2
Tel: Central 4230

Radio Dept.: Guy Davis, radio director; Lois Rea, production manager.

Atlanta 3—32 Peachtree St. NW. Tel: Main 4770. J. J. Hanna, radio director.

Charleston 1—Knight Bldg. Tel: 34-431. H. L. Lance, radio director.

Cleveland 14—NBC Bldg. Tel: Cherry 3658. T. R. McCabe, radio director.

Dallas 1—Tower Petroleum Bldg. Tel: 2-5388. Paul H. Leech, radio director.

Kansas City 6—1016 Baltimore Ave. Tel: Victor 3063. Les Mayes, radio director.

Detroit 26—Book Tower. Tel: Cherry 4409. Irene Bacon, radio director.

Los Angeles 13—816 W. 5th St. Tel: Trinity 8173. Douglas R. Young, radio director.

New York 20—630 Fifth Ave. Tel: Circle 6-7040. Ivan Bettiker, radio director.

Portland 4, Ore.—Pacific Bldg. Tel: Beacon 5151. Elwood Enke, radio director.

San Francisco 4—Russ Bldg. Tel: Garfield 0846. H. D. Cayford, radio director.

Seattle 4—4th & Cherry Bldg. Tel: Seneca 0066. Mari Brattain, radio director.

JULIAN J. BEHR CO.

Dixie Terminal Bldg. Cincinnati 2
Tel: Cherry 7635

Radio Dept.: I. Schifrin, radio director; J. J. Behr.

Radio Accounts: Goldsmith Chain Stores; Eckert Dept. Stores; L. M. Prince Co.; Lang Jewelry Co.; Levine & Rosenberg; Premium Coal Co.

BENNETT, WALTHER & MENADIER

69 Newbury St., Boston 16
Tel.: Kenmore 3820

Radio Dept.: Nelson Bennett, Edwin C. Whittemore, Laurice T. Moreland, Frederick P. Walther, Jr., account executives.

BENSON & DALL

327 S. LaSalle St. Chicago 4
Tel: Wabash 8435

Radio Dept.: Rolland J. Dooley, radio director.

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BENTON & BOWLES INC.

444 Madison Ave., New York 22
Tel: Wickersham 2-0400

Radio Dept.: Walter Craig, radio director; Roland Van Nostrand, chief timebuyer; Ruth E. Jones ass't timebuyer; Herbert Leder, television director; Clarence B. Goshon, Harold F. Douglas, Bill Baker, Frank Smith, Michael E. Carlock, account executives.

Hollywood 28—Equitable Life Bldg. Tel.: Hillside 9151. Betty Buckler, manager; Al Kaye, production chief.

Radio Accounts: Best Foods Inc. (Hellmann's Mayonnaise, H-O Oats, Presto Cake Flour, Nucoa); Can Mfrs. Institute; Florida Citrus Commission; General Foods Corp. (Maxwell House Coffee, Post Toasties, Post's 40% Bran Flakes, Post's Raisin Bran, Baker's Chocolate, Diamond Crystal Salt, Certo, Sur-Jell, Log Cabin Syrup); Procter & Gamble Co. (Ivory Snow, P&G White Laundry Soap); Prudential Insurance Co.

BERMINGHAM, CASTLEMAN & PIERCE

136 E. 38th St., New York 16
Tel.: Lexington 2-7550

Radio Dept.: George C. Castleman, radio director; Paul Wing, program & television director; Arch Bermingham, Charles Patrick, George Castleman, Paul Wing, account executives.

Radio Accounts: Griffin Mfg. Co.; Conti Products Corp.; Frank H. Lee Co.; Berst-Forster-Dixfield Co.

BO BERNSTEIN & CO.

26 Custom House St., Providence 3
Tel.: Gaspee 6741

Radio Dept.: Nancy G. Nichols, director; Martha Winn, copy chief.

FRANK BEST & CO.

9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6760

Radio Dept.: Frank Best, president & account executive; I. K. Marks, vice-president & account executive; A. H. Van Buren, radio director.

BOB BETTS ADV.

First National Bank Bldg., Denver 2
Tel.: Main 6782

Radio Dept.: R. J. Betts, radio director and account executive; Dale Hilden, E. Whetstone, account executives.

BIOW CO. INC.

9 Rockefeller Plaza, New York 20
Tel.: Circle 6-9300

Radio Dept.: Frank Barton, radio director; Maria White, chief timebuyer; Harry Spears, television director; C. H. Snyder, Bulova station relations; Sam Sutter, Arthur Gold, Edward Wollner, C. H. Wolfe, account executives.

San Francisco—485 California St. Tel.: Garfield 3324. John Alden, manager.

Hollywood 28—6111 Sunset Blvd. Tel.: Hollywood 1212. H. Calvin Kuhl, radio director.

Radio Accounts: Eversharp Inc.; Philip Morris & Co.; Lady Esther Ltd.; Roma Wine Co.; Procter & Gamble Co. (Teel Dentrifice, Lava Soap); Bulova Watch Co.; Hillman Periodicals Inc.

BISBERNE ADV. CO.

58 E. Washington St., Chicago 2
Tel.: Randolph 1111

HILL BLACKETT & CO.

221 N. LaSalle St., Chicago 1
Tel.: State 0950

Radio Dept.: Henry Rahmel, radio director; Frank Reed, timebuyer; Alan Wallace, production.

BLACKSTONE CO.

221 W. 57th St., New York 19
Tel.: Circle 7-7827

Radio Dept.: William T. Cavanagh, radio director; Jesse Sandler, Paul Zousmer, scripts; Sally Cavanagh, timebuyer; Jack Steiner, Charles Kondla, Mortimer Curtis, Jean Epstein, Robert Towers, account executives.

Radio Accounts: The Brass Rail; Capacabana, Rogers' Corner; Zanzibar; New York Restaurants; Simon Adler Restaurants; Unicorn Press; Hotels of Sullivan Co.; Century Theatre Circuit; Eureka Shipbuilding Corp.; Bernarr Macfadden Foundation; Pedro & Olga Dance Studios; Fabrikant Bros.

BLAINE-THOMPSON CO.

234 W. 44th St., New York 18
Tel.: Bryant 9-2480

Radio Dept.: Marlo Lewis, vice-president in charge of radio and television; Richard Ash, radio director & timebuyer.

Radio Accounts: Sharp & Shearer; Greenberg Publishers; Warner Bros. Pictures; Select Theatres Corp.

T. BLAKEMORE CO.

Insurance Exchange Bldg., Des Moines 9
Tel.: 2-0221

Radio Dept.: Paul Blakemore, J. S. Hurl account executives.

BLAKER ADV. AGENCY INC.

501 Madison Ave., New York 22
Tel.: Eldorado 5-7563

Radio Dept.: Jean Zipser, radio director timebuyer; Helen Nash, account executive.

Radio Accounts: Stahl-Meyer Inc.; Sell's Planned Foods Inc.

ADOLPH L. BLOCH ADV.

108 N. W. Ninth Ave., Portland 9, Ore.
Tel.: Broadway 5664

CHARLES BLUM ADV.

1120 Spruce St., Philadelphia 7
Tel.: Pennypacker 4424

Radio Dept.: Charles Blum, radio director.

BLUMBERG & CLARICH

31 Union Sq., New York 3
Tel.: Algonquin 4-0897

Radio Dept. H. Blumberg, radio director

W. EARL BOTHWELL ADV.

Standard Life Bldg., Pittsburgh 22
Tel.: Court 1488

Radio Dept.: H. B. Trautman, radio direct Emily Wilson, Betty Birkland.

BOTSFORD, CONSTANTINE & GARDNER

115 S. W. Fourth Ave., Portland 4
Tel.: Atwater 9541

Seattle 4—Second Ave. Bldg., Tel.: Elliott 35
San Francisco 4—Russ Bldg. Tel.: Exbrook 75
Los Angeles 14—629 S. Hill St. Tel.: Michig 1427. Tom Morris, manager.

STANLEY G. BOYNTON AGENCY

Fisher Bldg., Detroit
Tel.: Trinity 1-2552

Radio Dept.: S. G. Boynton, president; L. C. Boynton, vice-president; Larry Payne, program director; V. V. Cory, sec'y.; C. Taylor, treasurer; Ruth Grinnewald, traffic.

New York, 17 E. 42nd St.
Tel.: Murray Hill 2-0086

Radio Accounts: American Society of Industrial Engineers; Religious programs; Nation Tennis Matches.

BOZELL & JACOBS INC. (Ill.)

326 W. Madison St., Chicago 6
Tel.: Central 6505

Radio Dept.: Tim Morrow, radio director a account executive; Ruth Brannan, Nathan E Jacobs, account executives.

Radio Accounts: Leaf Gum Co.; Chicag Herald-American; Society of American Flo ists; Arcco Playing Card Co.; Dante Cand Co.; Galter Mfg. Co.; Falcon Camera Co. E. Greenebaum & Co.

ARTHUR BRAITSCH ADV.

Hospital Trust Bldg., Providence 3
Tel.: Dexter 5313

Radio Dept.: Arthur Braitsch, director; Jo A. Lorimer, timebuyer.

J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
Tel.: 900

Radio Dept.: J. Carson Brantley, radio di rector; A. N. Cheney, timebuyer.

MURRAY BREESE ASSOC.

12 E. 41 St., New York 17
Tel.: Ashland 4-2336

Radio Dept.: (Mrs.) Sheila B. Wiese, direct and account executive.

Radio Accounts: Artra Cosmetics, Inc.

BRESNICK & SOLOMONT

216 Tremont St., Boston 16
Tel.: Liberty 7751

Radio Dept.: Oscar Bresnick, timebuyer.

Radio Accounts: Suffolk Federal Savings; Daw son's Brewery; Biltrite Rubber Co.

R. C. BRETH INC.

310 Pine St., Green Bay, Wis.
Tel.: Howard 134

Radio Dept.: R. C. Breth, president and count executive.

Radio Accounts: Home Mutual Ins. Co.; We ern States Mutual Auto Ins. Co.

BRUCE B. BREWER & CO.

Fidelity Bldg., Kansas City 6
Tel.: Harrison 4890

Radio Dept.: W. J. Woods, radio direct and account executive; Bruce B. Brew Quentin V. Brewer, M. L. Henderson, count executives.

Radio Accounts: Skinner Mfg. Co.; Nutre Mills; Faultless Starch Co.; Cook Paint

Varnish Co.; Western Auto Supply Co.; Corbee Food Products Co.; Katz Drug Co.; Rockwell Labs.; Cherntest Labs.

RIGGS & VARLEY INC.
4 E. 48th St., New York 17
Tel.: Wickersham 2-8534
Radio Dept.: Tom Varley, radio director.
Radio Accounts: Davidson Bros. Corporation.

RISACHER, VAN NORDEN & STAFF
Crocker Bldg., San Francisco 4
Tel.: Garfield 0276
Radio Dept.: Marie Eaton, buyer; Gene Goldsmith, producer; Charles Gabriel, Weston Settlemier, Walton Burdom, account executives.
New York 17—250 Park Ave. Tel.: Plaza 8-1634. James P. Derum, manager.
Los Angeles 15—Petroleum Bldg. Tel.: Prospect 9368. R. T. Van Norden, vice-pres.

BROADCAST ADVERTISING INC.
Newbury St., Boston 16
Tel.: Kenmore 0854
Radio Dept.: J. E. Murley, J. J. Manning, account executives; Marjorie Mills, Eugene P. Gieringer, Carolyn Fuller.
Radio Accounts: R. G. Sullivan Inc.; Liggett Drug Co.; Hy-Trous Sales Co.; American Fireworks Co.

BROADCAST ADV. CO.
3055 Wilshire Blvd., Los Angeles 5
Tel.: Exposition 1339
Radio Dept.: Van C. Newkirk, owner and radio director; Betty Culbert, office manager.
Radio Accounts: Crew of the Good Ship Grace Inc.; Floyd B. Johnson & His King's Ambassadors; Grace Dotson; Calvary Assembly.

BROOKE, SMITH, FRENCH & DORRANCE
82 E. Hancock Ave., Detroit 1
Tel.: Columbia 0860
Radio Dept.: Moulton H. Farnham, executive charge of radio.
New York 17—52 Vanderbilt Ave. Tel.: Murray Hill 6-1800.

BROOKES & SONS CO.
801 S. Wells St., Chicago 7
Tel.: Harrison 9470
Radio Dept.: Marguerite Heinrichs, radio director.
Radio Accounts: Gulbransen Co.

BROOKS ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558
Radio Dept.: A. R. Brooks, account executive and timebuyer; Ann Milier, copywriter; Rose A. Kandel, secretary.

S. M. BROOKS ADV. AGENCY
Union Nat'l Bank Bldg., Little Rock, Ark.
Tel.: 2-1874
Radio Dept.: Earl L. Saunders, vice-president and radio director.

C. FRANKLIN BROWN & CO.
20 N. Wacker Drive, Chicago 6
Tel.: Central 5377
Radio Dept.: O. Gygi, radio director; C. F. Brown.

E. H. BROWN ADV. AGENCY
Merchandise Mart, Chicago 4
Tel.: Delaware 8333
Radio Dept.: Harry Schneiderman, E. H. Brown, R. A. Burleigh, account executives.

E. L. BROWN ADV.
1606 Walnut St., Philadelphia 3
Tel.: Pennypacker 7510
Radio Dept.: Ernest Greenfield, radio director.

BURTON BROWNE ADV.
150 E. Superior St., Chicago 11
Tel.: Delaware 3800
Radio Dept.: T. Bryce Spruill, timebuyer; Frank Tyson, Paul D. Bezazian, Burton Brown, Frank Walsh, F. Clifford Estey, account executives.
Radio Accounts: Raytheon Mfg. Corp.; Dearborn Stove Co.

FRANKLIN BRUCK ADV. CORP.
1270 6th Ave., New York 20
Tel.: Circle 7-7661
Radio Dept.: M. J. Kleinfeld, radio director and account executive; Milton J. Lurin, television director; Rae Elbroch, timebuyer; Howard Blake, producer; M. Heineman, account executive.
Los Angeles 28—5874 Hollywood Blvd. Tel.: Gladstone 2975.
Radio Accounts: North American Accident Ins. Co.; Adler Shoes.

BUCHANAN & CO.
1501 Broadway, New York 18
Tel.: Medallion 3-3380
Radio Dept.: Jack Wyatt, director of radio and television; Nat Strom, business manager; T. S. Buchanan, president and account executive; Arthur Ramsdell, account executive.
Chicago 11—919 N. Michigan Ave. Tel.: Delaware 5522. George Enzinger, executive vice-president & account executive.
Los Angeles 13—427 W. Fifth. Tel.: Mutual 6316. Fred M. Jordan, 1st vice-president.
San Francisco—115 Montgomery St. Tel.: Yukon 2802.
Radio Accounts: The Texas Co.; The Formfit Co.; Adam Hat Stores.

BUCHANAN-THOMAS ADV. CO.
412 S. 19th St., Omaha 2
Tel.: Atlantic 2125
Radio Dept.: Adam Reinemund, radio director and account executive; C. Coe Buchanan, J. C. Buchanan, L. H. Thomas, account executives.

THE BUCHEN CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 9305
Radio Dept.: Herbert K. Butz, Martin G. Reynolds.
Radio Accounts: Wood Conversion Co.; Michigan Natl. Bank; Crane Co.

EARL A. BUCKLEY ORGANIZATION
1600 Arch St., Philadelphia 3
Tel.: Rittenhouse 0180
Radio Dept.: Earl A. Buckley, radio director.

BURNET-KUHN ADV.
520 N. Michigan Ave., Chicago 11
Tel.: Superior 3800
Radio Dept.: Mary Agnes Schroeder, radio director; James H. Kristof.

LEO BURNETT CO.
360 N. Michigan Ave., Chicago 1
Tel.: Central 5959
Radio Dept.: Frank W. Ferrin, vice-president charge of radio; Jack W. Shaw, Charles O. Husting, Norman Levally, Howard Bede, account executives.
Hollywood 28—Equitable Bldg. Tel.: Hempstead 7311. Hobart Donavan, Western representative.
New York 22—743 Fifth Ave. Tel: Plaza 5-2772. Paul C Harper, manager.
Radio Accounts: Jacques Mfg. Co.; Lumbermens Mutual Casualty Co.; American Meat Institute; Pure Oil Co.; Brown Shoe Co.

BYER & BOWMAN
203 E. Broad St., Columbus 15
Tel.: Main 3276
Radio Dept.: Herbert Byer, director.

RICHARD W. BYRNE ADV.
57 Post St., San Francisco
Tel.: Exbrook 5183
Radio Dept.: Richard W. Byrne.
Radio Accounts: Marin Dairymen Milk Co., Ltd.

BYRUM ADV. AGENCY
1829 Champa St., Denver 2
Tel.: Tabor 7745
Radio Dept.: Russell Byrum, owner.
Radio Accounts: Purity Creameries Inc.; Association of Evangelicals.

C

HAROLD CABOT & CO.
24 Milk St., Boston 9
Tel.: Hancock 7690
Radio Dept.: Aurelia T. Griffith, timebuyer; William J. Ganick, Donald D. Douglass, Russell Hunt, account executives.
Portland, Me.—120 Exchange St. Tel.: 3-5962. Frank Black, manager.
Radio Accounts: Douglas Shoe Co.; H. P. Hood & Sons; Boston & Maine R. R.

CADDEN-ALLEN ADV. AGENCY
203 S. Court, Montgomery, Ala.
Tel.: Dial 4468
Radio Dept.: John S. Allen.

CAHN, MILLER INC.
413 N. Charles St., Baltimore
Tel.: Saratoga 4466
Radio Dept.: C. LeRoy Miller, radio executive; Louis F. Cahn, George Gettman, account executives.
Radio Accounts: Chatham Homespuns; Popular Club Gingerale; Jarman Motors; Fraternity Federal Building and Loan Co.; Hess Shoes; Read Drug & Chemical Co.; May Co.; New Deal Optical Co.

(*Continued on page 204*)

WKMO

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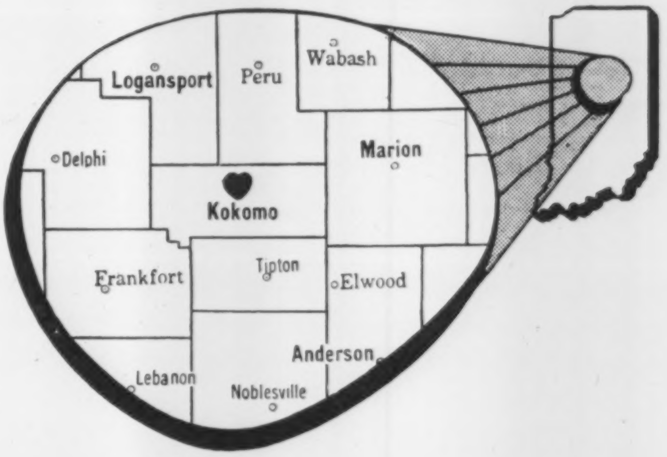


A comprehensive survey just completed by Bee Angell and Associates clearly shows that WKMO—with coverage in 15 counties* at the Heart of Indiana's Rich Farming and Industrial area—tops all Indiana stations in ability to attract and hold its listeners.

Outstanding features of the Columbia Broadcasting System supplemented with top-notch local and public service programs on WKMO, provide you, as an advertiser, not just 250 watts of power, but a big presold audience . . . a rich market in which this station is the dominant factor.

***COUNTIES COVERED:** Blackford, Boone, Carroll, Cass, Clinton, Delaware, Grant, Hamilton, Howard, Huntington, Madison, Miami, Tippecanoe, Tipton, Wabash.

For a Copy of the Survey and other information, write or call John Carl Jeffrey, Gen. Mgr., WKMO, Kokomo, Ind. or contact our National Representative, HOWARD H. WILSON COMPANY: Chicago, New York City, Hollywood, San Francisco, Seattle.

Boost Sales . . . Spot Your Show on

WKMO

Affiliated with the Columbia Broadcasting System

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 203)

CALDWELL-BAKER CO.
1204 Merchants Bank Bldg. Indianapolis 4
Tel.: Market 7440—7449

Radio Dept.: C. Morrison Davis, vice-president; C. M. Aldred, H. C. Caldwell, account executives.

Radio Accounts: M. O'Connor Co.; Sun Rayed Co.

CALHOUN ADV. AGENCY
Colorado Bldg., Denver 2
Tel.: Main 5059

CALKINS & HOLDEN
247 Park Ave., New York 17
Tel.: Wickersham 2-6900

Radio Dept.: R. P. Clayberger, manager radio & television; Chester H. Miller, director of programs.

Chicago 1—333 N. Michigan Ave. Tel.; Randolph 3831. R. A. Washburn, manager.

Radio Accounts: Oakite Products Inc.; Stokeley-Van Camp's Inc.; George Weston Ltd.

CALLO-McNAMARA, SCHOENEICH INC.
349 E. 149th St., New York 51
Tel.: Mott Haven 9-6300

Radio Dept.: Joseph F. Callo, radio director; Paul Kelly, production manager; J. A. McNamara, timebuyer.

Ossining, N. Y.—First Nat'l Bank Bldg. M. Hayden, radio director & manager.

Radio Accounts: Rogers Department Store; Bronx County Trust Co.; Clean-O Chemical Co.; Vogt's Ice Cream Co.

CARL CALMAN INC.
55 W. 42nd St., New York
Tel.: Wisconsin 7-1005

Radio Dept.: Carl Calman, radio director : timebuyer.

D. T. CAMPBELL INC.
222 W. Adams St., Chicago 6
Tel.: State 2713

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200

Chicago 1—230 N. Michigan Ave. Tel.: Central 1946.

Los Angeles—714 W. Olympic Blvd. Tel.: Richmond 6204.

CAMPBELL-EWALD CO. INC. (Eastern Division)
10 Rockefeller Plaza, New York 20
Tel.: Circle 7-383

Radio Dept.: R. E. Hackenger, program director; E. A. Elliott, timebuyer; George Pamental, asst. timebuyer; James Mackay, Elmo Ecker, account executives.

Radio Accounts: U. S. Rubber Co.; Hyatt Bearings Div., General Motors Corp.; Vita Var Corp.

CAMPBELL-MITHUN, INC.
1370 Northwestern, Minneapolis 2
Tel.: Atlantic 3231

Rado Dept.: L. M. Knopp, radio director.

Chicago 11—1024 Palmolive Bldg. Tel.: Delaware 7553. Jack Rheinstrom, vice pres.; Wm. Ballinger, radio director; Donald Gardner, radio copy; Arthur H. Lund, timebuyer.

CAMPBELL-SANFORD ADV.
1105 Chester Ave., Cleveland 14
Tel.: Prospect 4391

Radio Dept.: Jay P. Garlough, vice-president.

Chicago 5—608 S. Dearborn St. Tel.: Wabash 6770. William Smith, manager.

New York 17—342 Madison Ave. Tel.: Murray Hill 2-8397. Conklin Mann, manager.

SOLIS S. CANTOR ADV.
1600 Walnut St., Philadelphia 13
Tel.: Pennypacker 1626

Radio Dept.: Myrl Polen, production manager; Shirley Kohn, detail division; Solis S. Cantor, president and account executive.

Radio Accounts: David T. Robinson Co.

CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 6016

Radio Dept.: W. E. Gibson, buyer; R. N. Hartsing, vice-president, sec'y and treas; Don J. Powers, David P. Lewis, account executives.

Omaha—1504 Dodge St. Tel.: Jackson 1107. L. M. Branch, vice-president.

Los Angeles—412 W. 6th St. Tel.: Mutual 4143. A. M. Caron, manager.

New York—535 Fifth Ave. Tel.: Lexington 2-0850. L. B. Clarke, vice-president.

Radio Accounts: Chicago & North Western Railway; Union Pacific Railroad.

RAY CARR ORGANIZATION
Citizens Bank Bldg., Portland 14
Tel.: Vermont 2177

Radio Dept.: George M. Couche, production manager; Robert L. Leaming, account executive.

CARTER-OWENS ADV.
609 Minnsota, Kansas City 12, Kan.
Tel..: Drexel 3077

Radio Dept.: W. G. Rowe, radio director; (Miss) Lee Hall, manager; Charles Carter, account executive.

Radio Accounts: Helzberg's; Inter-State Bldg. & Loan Assn.; Marshall's Auto Stores; George Rushton Baking Co.

R. H. CARY INC.
Liberty Bldg., Des Moines 9
Tel.: 4-0375

Radio Dept.: Fred A. Reed, radio director; R. H. Cary, president and chief timebuyer; Evonne Kordick, timebuyer; A. W. Little, account executive.

Radio Accounts: Des Moines Ice and Fuel Co.; Hawkeye Casualty Co.; Oelwein Chemical Co.; Thompson Hybrid Corn Co.; Tidy House Products Co.

CASANAVE & PEARSON INC.
1600 Broadway, New York 19
Tel.: Circle 6-1647

Radio Dept.: C. H. Pearson, vice-president and general manager, charge of radio.

FRANK I. CASH & ASSOC. INC.
360 N. Michigan Ave., Chicago 1
Tel.: Dearborn 8875

CECIL & PRESBREY INC.
247 Park Avenue, New York 17
Tel.: Wickersham 2-8200

Radio Dept.: Harry Parnas, timebuyer; Samuel Dalsimer, H. L. Kneeland, Edward Noakes, D. C. Thomas, account executives.

Radio Accounts: Block Drug Co.; G. Washington Broth; Oyster Shell Products Corp.

CENTRAL ADV. CORP.
Board of Trade Bldg., Indianapolis 4
Tel.: Franklin 4731

Radio Dept.: G. Vance Smith, president.

HERBERT CHASON CO.
232 Madison Ave., New York 16
Tel.: Murray Hill 3-6336

Radio Dept.: Herbert Chason, president, radio director & timebuyer.

Radio Accounts: Mack Drug Co.

CHERNOW CO., INC.
350 Fifth Ave., New York 1
Tel.: Pennsylvania 6-7037

NELSON CHESMAN & CO.
Hamilton Trust Bldg., Chattanooga 8
Tel.: 6-4942

Radio Dept.: Henry Tritschler, president and account executive; John E. Fontaine, radio director.

Radio Accounts: Chattanooga Medicine Co.; Double-Cola Co.; Fleetwood Coffee Co.; Southern Agriculturist.

CHICAGO UNION ADV. AGENCY
20 W. Jackson Blvd., Chicago 4
Tel.: Wabash 5732

Radio Dept.: Simon Levin, radio director.

CINEMA ADV. AGENCY
1204 S. Hill St., Los Angeles 15
Tel.: Prospect 2141

Radio Dept.: Willis Allen.

San Francisco 3—218 Grant Bldg., 1095 Market St., Tel.: Hemlock 9736. L. W. Allen.

DARWIN H. CLARK CO.
541 S. Spring St., Los Angeles 13
Tel.: Michigan 6021

Radio Dept.: M. L. Gowans, manager and account executive.

Radio Accounts: Anatole Robbins Cosmetics; Standard Federal Savings & Loan Assn.; Union Rescue Mission.

CLEMENTS CO.
1601 Chestnut St., Philadelphia 3
Tel.: Rittenhouse 0236

Radio Dept.: Alice Clements, radio director.

COAST WESTERN ADV. AGENCY
1244 Trenton St., Los Angeles 15, Cal.
Tel.: Prospect 2988

Radio Dept.: Arthur W. Stowe, owner, radio director & account executive.

Radio Accounts: Kelley Kar Co.; Les Kelley; Rowsey Motor Sales; Aero Tool Co.; American Screw Products; Auto Investment Co.; Globe Finance Co.; Blue Book.

RICHARD COLE ADV.
Insurance Bldg., Omaha 2
Tel.: Jackson 7868

Radio Dept.: Richard Cole, account executive.

Radio Accounts: Nebraska Savings & Loan Assn.; Tekseed Hybrid Corn Co.

COMMERCIAL ADV. AGENCY INC.
600 S. Michigan Ave., Chicago 5
Tel.: Wabash 0703

COMMERCIAL BROADCASTERS
188 W. Randolph, Chicago 1
Tel.: Dearborn 0203

Radio Dept.: Dave Edelson; Michael F. Edelson.

Radio Accounts: Colosimos Club; Macomba Club; Via Laga; Club Charming; Nameless Cafe; Bluebird System Bus.

COMMERCIAL RADIO SERVICE ADV.
30 Rockefeller Plaza, New York 20
Tel.: Columbus 5-0771

Radio Dept.: Andre Luotto, radio director.

Radio Accounts: Bisleri Co. Inc.; Stella Cheese Co.; Cumberland Dairy Products Co.; La Rosa & Sons; Balbo Oil Co., Inc.

COMPTON ADV. INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-2800

Radio Media Dept.: Frank B. Kemp, head timebuyer; Frederic Apt, Harriet M. BeLille, Henry Clochessy, Jean D. Lawler, timebuyers.

Radio Production Dept.: Lewis H. Titterton, vice-president charge of radio production; Wyllis Cooper, program and television manager; Helen Shervey, business manager; Joan Geddes, new program manager; Isabelle Olmstead, casting director; Evelyn Pierce, Arthur Austin, Floyd Holm, Rita McCusker, James Manilla, Jose DiDonato, Minerva Ellis, program supervisors; Virginia Travers, head of publicity department.

Chicago 5—59 E. Van Buren St. Tel. Harrison 3570. L. O. Holmberg, manager.

Detroit 2—New Center Bldg. Tel.: Trinity 1-2200. R. W. Heizer, manager.

Kansas City 6—Land Bank Bldg. Tel.: Harrison 8102. Merrell Boyce, manager.

Milwaukee 2—411 E. Mason St. Tel.: Marquette 2778. Harry Scott, manager.

Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 8107. Murray Bolen, manager.

Cincinnati 2—Gwynne Bldg. Tel.: Parkway 6961. Robert P. Marsh, manager.

Radio Accounts: Procter & Gamble (Duz, Ivory Bar, Ivory Flakes, Crisco); Allis-Chalmers Mfg. Co.; Socony-Vacuum Oil Co.

CONDON CO.
Rust Bldg., Tacoma 2, Wash.
Tel.: Main 8155

Radio Dept.: Victor Kaufman, timebuyer; Mary Gillette, copy writer.

CONNER CO.
116 New Montgomery St., San Francisco 5
Tel.: Yukon 0196

Radio Dept.: Robt. W. Conley.

Radio Accounts: Thompson Tire Co.; Gille Lumber Co.

COUCHMAN ADV.
86½ Highland Park Village, Dallas 5
Tel.: Justin 5-9323

Radio Dept.: Albert Couchman, account executive.

COULTER & GRINSTEAD
Majestic Bldg., San Antonio 5
Tel.: Fannin 1852

Radio Dept.: Robert G. Coulter, Doyle Grinstead, account executives.

COWAN & DENGLER INC.
527 Fifth Ave., New York 17
Tel.: Murray Hill 2-0940

Radio Dept.: A. Marie Maus, radio director and timebuyer.

Radio Accounts: American Agricultural Chemical Co.; Edo Aircraft Corporation; Isbrandtsen-Moller Co., Inc.;

JOHN GILBERT CRAIG ADV.
903 Shipley St., Wilmington 99, Del.
Tel.: 6185

Radio Dept.: John Gilbert Craig, Kathleen Anderson Walsh, account executives.

Radio Accounts: Diamond Ice & Coal C

CHET CRANK CO.
756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131

Radio Dept.: Chet Crank, owner and radio director.

Radio Accounts: J. V. Baldwin Motor Co.

The PANHANDLE STATE'S
MOST HONORED
STATION*

WGKV

CHARLESTON

The Quality Station
of West Virginia

* WGKV has won more national honors since 1940 than all other West Virginia stations combined.

JOSEPH B. MATTHEWS, *Manager*

Represented nationally by

Joseph Hershey McGillvra, Inc.

NBC Affiliate

CRAVEN & HEDRICK
522 Fifth Ave., New York 18
Tel.: Murray Hill 2-5010

Radio Dept.: Paul H. Hedrick, radio director & timebuyer.

Radio Accounts: The Marlin Firearms Co.

CRITCHFIELD AND CO.
720 N. Michigan Ave., Chicago 11
Tel.: Superior 3061

Radio Dept.: M. E. Blackburn, radio director; Ed Groenboom, time buyer.

Radio Accounts: Crow's Hybrid Corn Co.

SAMUEL C. CROOT CO.
28 W. 44th St., New York 18
Tel.: Bryant 9-2588

Radio Dept.: Donald B. Brant, account executive.

ARTHUR CROSBY SERVICE
516 Fifth Ave., New York 18
Tel.: Murray Hill 2-2618

Radio Dept.: B. F. Landsman, manager.

CRUTTENDEN & EGER
64 E. Lake St., Chicago 1
Tel.: Central 7830

Radio Dept.: Patrick Shannon, E. I. Eger, account executives.

CUMMINGS, BRAND & McPHERSON
Gas-Electric Bldg., Rockford, Ill.
Tel.: Main 1806

Radio Dept.: E. M. Cummings, manager; A. B. Brand, account executive.

D

DANCER-FITZGERALD-SAMPLE
221 N. LaSalle St., Chicago 1
Tel.: State 3800

Radio Dept.: J. James Neale, director, timebuying; Roy Winsor, radio director; Gene Fromberg, Fred Klein, Les Schroeder, timebuyers; Charles L. Hotchkiss, Geo. Stellman, James West, Harry Bingham, Evelyn Ecke, radio supervisors.

New York—247 Park Ave. Tel.: Wickersham 21-1200. Frank Moriarity, timebuyer; Carl Stanton, account executive.

Hollywood—1680 Vine St. Tel.: Hempstead 0716. Craig Maudsley.

Radio Accounts: General Mills; American Home Co.; Sterling Drug Inc.

MAXWELL DANE INC.
113 W. 57th St., New York 22
Tel.: Columbus 5-4990

Radio Dept. Maxwell Dane, president.

Radio Accounts: Hygrade Products Corp.; Vitarine Co.

D'ARCY ADV. CO.
Missouri Pacific Bldg., St. Louis 3
Tel.: Central 6700

Cleveland 3—Terminal Tower. Tel.: Cherry 0157. Stanley P. Seward.

Atlanta—P. O. Box 1734. Tel.: Vernon 0021. J. Hixon Kinsella

New York 22—515 Madison Ave. Tel.: Plaza 8-2600. Alfred N. Steele, vice pres.; Paul Louis, Morris Mudge, Robert Salter, radio directors.

Toronto, Ont.—90 Broadview St. Tel.: Gladstone 4651. Grammont P. Altenbernd.

Mexico City—Paseo de la Reforma 164. E. A: Hallett, jr.

Radio Accounts: Coca-Cola Co.

JIMM DAUGHERTY INC.
706 Chestnut St., St. Louis 1
Tel.: Main 0790 and 0791

Radio Dept.: James M. Daugherty, president.

Radio Accounts: Blanke-Baer Extract & Preserving Co.; Hydrox Ice Cream; Pepsi-cola Bottlers of St. Louis; St. Louis Dairy Co.

DAVIES & McKINNEY
Erie Trust Bldg., Erie, Pa.
Tel.: 23-348

Radio Dept.: A. J. Davies, C. E. McKinney. account executives.

DAVID INC.
1st Nat'l Bank Bldg., St. Paul 1
Tel.: Garfield 3972

Radio Dept.: Q. J. David, account executive; Bette Powell, radio director.

Radio Accounts: Central Co-operative Assn.: Chicago North Western Ry.; Hotel St. Paul; Kellogg Milling Co.; Schuneman's Inc.; Stott (Briquet) Co.; Wey and Furniture Co.

DAVIS & BEAVEN
323 W. Sixth St., Los Angeles 14
Tel.: MI 3908

Radio Dept.: Jerry Coleman, radio director; Jane Leider, timebuyer; Robert J. Davis, Herb R. Beaven, account executives.

Radio Accounts: Scudder Food Products; Blue Bird Potato Chips Inc.; Wilson & Co.; Boyle-Midway Inc.; Hollers Concentrated Beverages,

W. H. DAVIS ADV.
P. O. Box 1897, Asheville, N. C.
Tel.: 1245

Radio Dept.: W. H. Davis, account executive.

Radio Accounts: Biltmore Dairy Farms; The Man Store; Biltmore Wheat-Hearts.

DAVIS PRESS INC.
44 Portland St., Worcester 8, Mass.
Tel.: 4-4114

Radio Dept.: Paul F. Soward, R. M. Spencer, account executives.

Radio Accounts: Worcester County Institution for Savings; Sheraton Hotel.

FRANK T. DAY INC.
729 Boylston St., Boston 16
Tel.: Ken-more 4854

Radio Dept.: Frances B. Day, president & treasurer.

Radio Accounts: Grover Shoe Shop; W. T. Grant Cafeteria.

JOHN L. de BRUEYS ADV.
Ben Milam Hotel, Houston 2
Tel.: Capitol 2241

Radio Dept.: John L. de Bruevs. account executive.

HENRY DeHAAN ADV.
Drexel Bldg., Philadelphia
Tel.: Lombard 0719

Radio Dept.: Henry DeHaan. radio director.

ROBERT F. DENNIS INC.
219 W. Seventh St., Los Angeles 14
Tel.: Trinity 2458

Radio Dept.: Robert F. Dennis, president & account executive; W. C. Jeffries, vice-oresident & account executive.

Radio Accounts: Harris & Frank; Taylor-Rea Corp.; Warner Jewelry Co.; Standard Homenpathic Co.; Independent Druaaists of California.

CRAIG E. DENNISON ADV.
225 N. Michigan Ave., Chicago 1
Tel. Randolph 0040

Radio Dept.: Ben Rubin, radio director.

Radio Accounts: Alden's Mail Order.

DEVINE ADV. AGENCY INC.
1457 Broadway, New York 18
Tel.: Wisconsin 7-0056

Radio Dept.: J. J. O'Hearne, radio director & timebuyer.

J. H. DIAMOND & CO.
580 Market St., San Francisco 4
Tel.: Garfield 7710

Radio Dept.: Jim Diamond

Radio Accounts: Midtown Motors, Inc.; James McAllister, Inc.; V. A. Picture Corn.

DIAMOND-SEIDMAN CO.
475 Fifth Ave., New York 17
Tel.: Murray Hill 3-4350

Radio Dept.: Zan Diamond radio director. timebuyer; Sidney Seidman, timebuyer.

DICKLOW ADV. AGENCY
Liberty Bank Bldg., Dallas 1
Tel.: Central 8295

Radio Dept.: Irene Scott Dicklow. radio timebuyer.

DIENER & DORSKIND
147 W. 42nd St., New York 18
Tel.: Bryant 9-8300

Radio Dept.: S. O. Lipset, director; Beniamin Dorskind, Nathan Diener, account exrutives.

Radio Accounts: Collins Self-O-Lac Floor Wax; Diaperwite Co.; I. J. Fox; Kroll Bros.: Paragon Oil Co.

H. M. DITTMAN ADVERTISING
Market St. Nat'l Bank Bldg., Philadelphit 7
Tel.: Rittenhouse 0964

Radio Dept.: J. Jessie Kane, radio director; Lilian Forman, secretary; H. M. Dittman, Wm. H. Delany, account executives.

Radio Accounts: Adams Clothes; Bailey's Furniture; John Davis Co.; Huberman's Jewelers; Jordan Store; Klein's Furs; Ashe Apparel Shop; Lousol's Specialty Shop; MacDonald & Campbell; Irvin Sachs; Select Fashions.

DIXIE ADVERTISERS
Lampton Bldg. Annex, Jackson, Miss.
Tel.: 4-5434

Radio Dept.: Herbert Carver, account executive.

DOE-ANDERSON ADV.
Martin Brown Bldg., Louisville 2
Tel.: Wabash 3193

Radio Dept.: Elmer H. Doe, president and account executive; Warwick Anderson, account executive.

(Continued on page 206)

When the people in Washington, D. C. want entertainment they dial 1450 and get WWDC, the entertainment station. That's the big reason why WWDC produces the kind of results that get sales-minded people excited, and makes cost-minded fellows put away the red ink. There are a flock of advertisers who'll swear to that. You, too, can get on the beam in Washington with WWDC. Glad to show you the proof anytime.

WWDC

The big sales result station in Washington, D. C.

Represented Nationally by Weed & Company

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(*Continued from page 205*)

RALPH L. DOMBROWER CO.

Dombrower Bldg., Richmond 19, Va.
Tel.: 3-111-3

Radio Dept.: J. C. Fulmer, director and account executive; T. Michaux Moody, program director; Ralph L. Dombrower, president and account executive; Thomas H. Lynch, chief timebuyer; Edward I. Wallerstein, account executive; Beulah C. Gregory, Samuel McDermott.

Washington, D. C.—Woodward Bldg. Tel:. Republic 1420. Philip Rosenfeld, manager.

DONAHUE & COE INC.

1270 Sixth Ave., New York 20
Tel.: Columbus 5-4252

Radio Dept.: Richard Nicholls, radio director; Carl Rigrod, director motion picture division; Betty Barrett, Gaynor Hawkins, associate timebuyers; Vincent V. Van Beuren, Shaw Newton, account executives.

Atlanta 3, Ga.—411 Hurt Bldg. Tel.: Main 5662. Harry Morrill.

Radio Accounts: Grove Laboratories Inc.; American Cyanamid Co.; Angostura-Wupperman Corp. ;Southland Coffee Co.

W. B. DONNER & CO.

505 Washington Blvd., Detroit 26
Tel.: Cherry 0244

Radio Dept.: Naiph Abodaher, radio director; Alice S. Weiss, continuity writer; Charles F. Rosen, W. B. Doner, Julian Grace, William Koster, account executives.

Radio Accounts: Aspir-Plus; Dealer's Car Sales; Famous Cleaners & Dyers Inc.; Federal Dept. Stores; Gold-Tone Studios Inc.; Kent Jewelers; Holland Studios Inc.; Laula Jewelry Stores; Lords Jewelers; Michigan Chandelier Co.; Rose Jewelry Co.; Sheldon Furs; Sucher Bros.; Tool Shop Sporting Goods Co.

DORLAND INTERNATIONAL—PETTINGELL & FENTON

247 Park Ave., New York 17
Tel.: Eldorado 5-2685

Radio Dept.: Mildred Fenton, consulting radio director; Bernice Newton, timebuyer; Arthur F. Connolly, vice-pres., export radio director; Carlos Cabrera, export radio timebuyer.

JOHN C. DOWD INC.

Park Square Bldg., Boston 16
Tel.: Hubbard 8050

Radio Dept.: Gerard Slattery, timebuyer; William E. Buckingham; Fred F. Meyer, account executives.

DOYLE, KITCHEN & McCORMICK INC.

501 Fifth Ave., New York 17
Tel.: Murray Hill 2-4563

Radio Dept.: E. S. Green, radio director & timebuyer.

DOYNE ADVERTISING

Warner Bldg., Nashville 3
Tel.: 6-0811

Radio Dept.: George W. Doyne, account executive.

MONROE F. DREHER INC.

30 Rockefeller Plaza, New York 20
Tel.: Circle 6-6675

Radio Dept.: Helen Burst, radio director and timebuyer; Alvin Hetfield, account executive.

JULIUS C. DUBIN

Union Trust Bldg., Pittsburgh 19
Tel.: Atlantic 7252

Radio Dept.: Shirley M. Brown, radio director.

Radio Accounts: Pittsburgh Milk Co.; Jerome Wolk & Bro.; Strem Studios; Protected Steel Products; Spic and Span Products; Jones & Brown Inc.

JIM DUFFY CO.

35 E. Wacker Drive, Chicago 1
Tel.: Randolph 4827

Radio Dept.: Betsy Tyroler, media director.

Radio Accounts: Ambrosia Brewing Co.; Bosch Brewing Co.; Consumers Co.; George S. May Co.; Soy Food Mills Inc.

DUNDES & FRANK INC.

64 West 48th St., New York 19
Tel.: Longacre 3-1633

Radio Dept.: Marion Pell, radio director & timebuyer.

Radio Accounts: Ash's; Zimba Kola Co.

duPONT & CAHALIN INC.

145 State St., Springfield 3, Mass.
Tel.: 3-7889

Radio Dept.: J. Harold Cahalin, vice-president and account executive.

ROY S. DURSTINE INC.

730 Fifth Ave., New York 19
Tel.: Circle 6-1400

Radio Dept.: Charles H. Furey, radio director; A. T. Gardiner, timebuyer; Roy Gordon, John R. Latham, Lee M. Rousseau, account executives.

Cincinnati 2—2108 Carew Tower. Tel.: Cherry 0032. Fred Kammann, manager.

Chicago 1—330 N. Michigan Ave. Tel.: Dearborn 2373. Ellis Travers, manager.

Radio Accounts: Crosley Corp.; Edelbrau Brewery Inc.; New York Von Co.; Mason Au & Magenheimer Confectionery Co.; S. A. Schonbrunn & Co. (Savarin Coffee).

E

EASTBURN & SIEGEL

623 Spring St. N.W., Atlanta 3
Tel.: Vernon 4707

Radio Dept.: Harry L. Siegel, account executive; Sam Scheinman, production manager.

EASTERN ADV. AGENCY

122 E. 42nd St., New York
Tel.: Murray Hill 5-9143

Radio Dept.: J. R. Kupsick, radio director & timebuyer.

FRED H. EBERSOLD INC.

20 N. Wacker Drive, Chicago 6
Tel.: Franklin 0106

Radio Dept.: B. B. Pope, director.

E. S. EDMONDSON CO.

1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 0881

Radio Dept.: E. S. Edmondson, radio director.

STANLEY J. EHLINGER ADV.

421 W. Sixth St., Tulsa 5
Tel.: 4-2628

Radio Dept.: Peggy Morris, manager.

ELIZABETH-FLETCHER

4512 E. 17th Ave., Denver 7
Tel.: Dexter 1805

Radio Dept.: Fletcher B. Trunk, Elizabeth W. Trunk.

ROY ELLIOTT CO.

25 Huntington Ave., Boston 16
Tel.: Kenmore 7974

Radio Dept.: Roy D. Eiliott, manager.

ELLIS ADVERTISING CO.

15 E. Genesee St., Buffalo 3
Tel.: Cleveland 0422

Radio Dept.: Jerome R. Ellis, director; Henry J. Weil, Stephen Gotthelf, account executives.

New York—33 W. 42nd St. Tel.: Longacre 5-1567. John W. Culiner, manager.

Toronto—74 King St. E. Tel.: Waverly 3438. Abbey A. Muter, manager.

SHERMAN K. ELLIS & CO.

247 Park Ave., New York 17
Tel.: Plaza 5-7711

Radio Dept.: Eugene L. Bresson, radio director; Harry Torp, timebuyer; C. E. Standinger, John F. Price, George B. Bogart, account executives.

Chicago—141 W. Jackson Blvd. Tel.: Harrison 8612. John F. Price, vice-president.

Radio Accounts: Aunt Jemima; Grove Labs.; W. F. McLaughlin & Co.

EMERY ADV. C.

Baltimore Life Bldg., Baltimore 1
Tel.: Plaza 7440

Radio Dept.: William A. Hatch, Herbert C. Schuckle, account executives.

Radio Accounts: Helwig & Leitch Inc.; Hampden Transfer & Storage Co.; Delvale Dairies; Floorkrafters.

ENGEL ADV. INC.

919 N. Michigan Ave., Chicago 11
Tel.: Superior 7656

Radio Dept.: Frank Engel.

Radio Accounts: Birk Bros. Brewing Co.

F. A. ENSIGN ADV.

Grant Bldg., Pittsburgh 19
Tel.: Atlantic 4028

Radio Dept.: H. E. Ryman, M. C. Henderson, account executives.

Radio Accounts: A. Mamaux & Son; Weaver's Fine Candies; Fulton Theatre; James Austin Co.; Morgan & Kaufman; R. C. MacAteer Co.; So. Pittsburgh Savings & Loan Assn.; Construction Assn. of Western Pa.; Potter McCune Co.

EQUITY ADV. AGENCY

113 W. 42nd St., New York 18
Tel.: Bryant 9-0060

Radio Dept.: Irving Weinberg, director; David H. Boxer, Joseph Cirker, account executives.

ERLAND ADV. AGENCY

18 E. 41st St., New York 17
Tel.: Murray Hill 5-4764

Radio Dept.: Louis H. Ehrlich, radio director and timebuyer.

Radio Accounts: Seirro Madre Winery.

ERWIN, WASEY & CO.

420 Lexington Ave., New York 17
Tel.: Mohawk 4-8700.

Radio Dept.: C. H. Cottington, radio and television director; Joe Brattain, asst. radio director; Frank Haas, timebuyer; E. H. Hennen, John Sturdivant, Walter Kohn, L. R. Northrup, account executives.

New Haven—157 Church St. Tel.: 5-870 John F. Barteau, manager.

Chicago 1—230 N. Michigan Ave. Tel.: Randolph 4952. Harry K. Gilman, manager.

Minneapolis—Rand Tower. Tel.: Atlantic 123 Mac Martin, manager.

Oklahoma City—1st Natl. Blg. Tel.: 2-060 Harold Halsell, manager.

Los Angeles—714 Olympic Blvd. Tel.: Prospect 5317. H. A. Stebbins, manager.

San Francisco 4—333 Montgomery St. Tel.: Exbrook 7004. John Davis, Louis Honig.

Seattle 1—Skinner Bldg. Tel.: Main 64 Warren Kraft, manager.

Radio Accounts: Barbasol Co.; Forhan's Tooth Paste; Kreml; Musterole Co.; Olive Table Co.; Consolidated Cigar Corp.; Carnatio Milk Co.

ESSIG CO. LTD.

1121 South Hill St., Los Angeles 15
Tel.: Prospect 6284

Radio Dept.: J. S. Macaulay, vice-presiden & account executive; Norman J. Borough radio director & account executive.

Radio Accounts: Douglas Aircraft Corp.

WILLIAM ESTY & CO.

100 E. 42 St., New York 17
Tel.: Caledonia 5-1900

Radio Dept.: John C. Esty, chief timebuye Thomas D. Luckenbill, radio director; R. C Grahl, timebuyer.

Los Angeles 28—1537 Vine St. Tel.: Hillsid 2183. Don Bernard, manager.

Radio Accounts: Colgate-Palmolive-Peet Co (Super Suds, Vel); Lehn & Fink Products Corp (Hinds Honey & Almond Fragrance Crean Etiquet Deodorant Cream); Peil Bros.; R. J Reynolds Tobacco Co. (Camel Cigarett Prince Albert Tobacco).

EVANS & LeMAY ADV.

Dan Waggoner Bldg., Ft. Worth 2
Tel.: 2-3371

Radio Dept.: Dorothy Cantrell, director.

LAWRENCE I. EVERLING ADV.

1700 Walnut St., Philadelphia 3
Tel.: Pennypacker 7927

Radio Dept.: Lawrence I. Everling, Frank J Corkery, account executives.

Radio Accounts: Sheidt Brewing Co.; Mrs Smith Pie Co.; Conte Luna Macaroni Co Foster, Miller & Bierly.

EXPORT ADV. AGENCY

919 N. Michigan Ave., Chicago 11
Tel.: Superior 3875

Radio Dept.: R. C. Lebret, president.

New York—271 Madison Avenue.

Radio Accounts: (On Latin-American Sta tions): Geo. W. Loft Co.; The Knox Co Wintersmith Chemical Co.; Grove Labora tories; Mentholatum Co.; Pepsodent Co Weco Products Co.; Miles Medical Co. Nor wich Pharmaceutical Co.; Citrus Produc Co.; Bauer & Black; Lydia Pinkham; Ber Shave; Northam Warren Corp.;

F

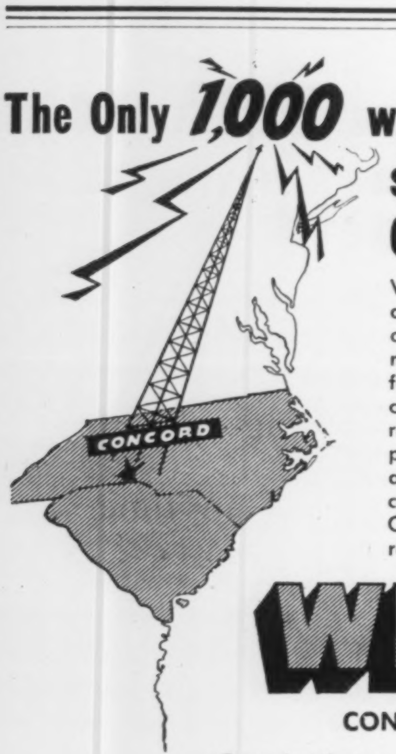
FAIRALL & CO.

Liberty Bldg., Des Moines 9
Tel.: 3-5255

Radio Dept.: Jack C. Walther, radio directo L. R. Fairall, president and account exec tive.

H. W. FAIRFAX ADV. AGENCY

551 Fifth Ave., New York 17
Tel.: Murray Hill 2-8680



The Only 1,000 watt independent station in the Carolinas

We sell our local boys at a rate definitely tailored to fit a local market, not asking them to pay fancy rates for secondary coverage. Therefore, our rate structure gives you a powerful hunk of coverage at lower than usual cost. (Over one million Carolinians in 50-mile radius.)

WEGO

CONCORD, N. C.

Owned and managed by
Wayne M. Nelson

Nationally represented by THOMAS F. CLARKE & CO.

Radio Dept.: Janice Hamilton, timebuyer; Nat S. Ensler, president; Rudolph Block, Bernard Katz, account executives.

Radio Accounts: Bloomingdale's; Queens Home Sales; Blumstein's Dept. Store; General Instrument Corp.; Cafe Madison; Hotel Delmonico; Hotel One Fifth Ave.; Gallagher's Steak House.

FASHION ADV. CO.
61 Eighth Ave., New York 1
Tel.: Bryant 9-5050

Radio Dept.: Mervin Levine, radio director; Jesse Levine, timebuyer

FEDERAL ADV. AGENCY
444 Madison Ave., New York 22
Tel.: Eldorado 5-6400

Radio Dept.: John S. Davidson, vice-president and radio director; Penelope Simmons, timebuyer; H. S. Gardner, Brooke Watson, Don Parsons, Charles Wright, Mrs. L. E. Carson, account executives.

Radio Accounts: National Biscuit Co.; Joseph Dixon Crucible Co.; Durkee Famous Foods; General Cigar Co.; Lily of France Corset Co.; Rockwood & Co.; John F. Trommer Inc.

WARREN P. FEHLMAN ADV. CO.
4330 Dis'rict Blvd., Los Angeles 11
Tel.: Kimball 9296

Radio Dept.: Warren P. Fehlman, account executive.

HARRY FEIGENBAUM ADV. AGENCY
1420 Walnut St., Philadelphia 2
Tel.: Pennypacker 3623

Radio Dept.: David Wermen, timebuyer and account executive; Ralph A. Hart, director & talent buyer; Harry Feigenbaum, account executive.

FENSHOLT CO.
260 N. Michigan Ave., Chicago 1
Tel.: Randolph 1671
A H. Fensholt, president.

FERRY-HANLY CO.
500 Fifth Ave., New York 18
Tel.: Longacre 5-5000

Radio Dept.: H. E. Lehman, media director; Charles Purdy.

Chicago 11—Wallace-Ferry-Hanly Co., 430 N. Michigan Ave. Tel.: Superior 4462. J. T. Ainley, manager.

LAWRENCE FERTIG & CO. INC.
149 Madison Ave., New York 16
Tel.: Murray Hill 4-3300

Radio Dept.: Henry Bretzfield, radio director and timebuyer; Alexander Slazitt, account executive.

Radio Accounts: Lester Cowan Productions; Italian Cook Oil Corp.; Gennaro Oil.

ROBERT G. FIELDS & CO.
Warner Bldg., Nashville 3
Tel.: 6-1977

Radio Dept.: Robert G. Fields, account executive.

JOHN A. FINNERAN INC.
1475 Broadway, New York 18
Tel.: Bryant 9-0711

Radio Dept.: B. Silon, radio director; L. Mennen, timebuyer; John A. Finneran, account executive.

Radio Accounts: Ray System of Health and Figure Perfection Inc.

FIRESTONE ADV. AGENCY
510 First Ave. N., Minneapolis 3
Tel.: Main 1471

Radio Dept.: L. Firestone, director.

Radio Accounts: Ray H. Bjorkman Co.; W. N. Cardozo Furniture Co.; Cook's Inc.; Ba-ney M. Davis Co.; Fisher Nut & Candy Co.; Howard's; Mandel Furs; Weyand Furniture Co.

FIRST UNITED BROADCASTERS
201 N. Wells, Chicago 6
Tel.: Randolph 7800

Radio Dept.: Hugh Rager, managing director; Walter Bennett, account executive.

M. M. FISHER ASSOCIATES
134 N. LaSalle, Chicago
Tel.: Central 1610

Radio Dept.: Jack L. Fisher Jr., account executive.

Radio Accounts: Paramount Pictures Inc.; Vanguard Films Inc.; United Artists Corp.; Stevens Hotel.

FITZGERALD ADV. AGENCY
833 Howard Ave., New Orleans 13
Tel.: Raymond 5194

Radio Dept.: Leonard Gessner, radio director.

FLACK ADV. AGENCY
Hills Bldg., Syracuse 2
Tel.: 2-3129

Radio Dept.: Richard H. Wickham, vice-president.

FLAGLER ADV.
170 Franklin St., Buffalo 2
Tel.: Cleveland 0925

Radio Dept.: Morse Flagler, president and account executive; William B. Swann, account executive.

JAMES R. FLANAGAN ADV. AGENCY
505 Fifth Ave., New York 17
Tel.: Murray Hill 2-1048

Radio Dept.: A. Wagner; J. R. Flanagan, account executive.

Radio Accounts: Jean Jordeau Inc.

C. C. FOGARTY CO.
307 N. Michigan Ave., Chicago 1
Tel.: Randolph 7000

Radio Dept.: C. C. Fogarty, president.

Radio Accounts: Babson Brother.

FOLEY ADV. AGENCY
N B C Bldg., Cleveland 14
Tel.: Cherry 1490

Radio Accounts: Arena; I. J. Fox; Stearn Co. L. M. Robertson, account executive.

Radio Dept.: Robert B. Foley, radio director;

RICHARD A. FOLEY ADV.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 1560

Radio Dept.: Wesley Winning, radio director.

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Wickersham 2-6600

Radio Dept.: (N. Y. office) Paul Rickenbacher, director of radio & television; Lee Strahorn, manager, radio production; Fred Bethel, Tom Hicks, Margaret Wertheimer, producers; Fred Wakeman, Raymond Browne, Bernard M. Douglas, Lee Graves, Howard Warden, account executives; Lillian Selb, timebuyer.

San Francisco 4—235 Montgomery St. Tel.: Su'ter 2355. Mark Buckley, radio director; Jane Sullivan, timebuyer; McCulloch Campbell, William Haberman, account executives.

Los Angeles 13—601 W. 5th St. Tel.: Michigan 7651. Ford Sibley, Jack Smock, account executives; Bess Harrison, business manager.

Hollywood 28—6117 W. Sunset Blvd. Tel.: Hollywood 6265. C. Burt Oliver.

Chicago 11—919 N. Michigan Ave. Tel.: Superior 4800. S. Dawson, radio director; Genevieve Lemper, timebuyer.

Radio Accounts: American Tobacco Co. (Lucky Strikes); Cities Service Co.; Bourjois—Barbara Gould; Campbell Soup Co.; R. K. O. Pictures Inc.; Selznick International; Vanguard Film Co.; Lockheed; Union Oil.

Television Accounts: Safeway Stores.

FOREIGN ADV. & SERVICE BUREAU
342 Madison Ave., New York 17
Tel.: Murray Hill 2-3444

Radio Dept.: Joseph L. Palmer, radio director & timebuyer.

FORT & CO.
Wilder Bldg., Charlotte 1, N. C.
Tel.: 4-7122

Radio Dept.: John L. Fort, director.

Radio Accounts: Citizens Bank; Z. A. Hovis & Sons; Union National Bank.

FOX & MACKENZIE
1214 Locust St., Philadelphia 7
Tel.: Pennypacker 0531

Radio Dept.: Walter Fox, radio director.

ALBERT FRANK-GUENTHER LAW, INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060

Radio Dept.: John V. McAdams, director, Margaret Matson, timebuyer; Donald Lay, R. R. Clevenger, Wm. Tierney, account executives.

Boston 9—10 Post Office Sq. Tel.: Hancock 5900. A Hirschbaum.

Chicago 2—1 La Salle St. Tel.: Dearborn 8910. R. W. Dawson.

Philadelphia 2—Packard Bldg. Tel.: Rittenhouse 3915. M. T. Kyle.

San Francisco 4—235 Montgomery St. Tel.: Ebrook 3484. L. Kemper.

Radio Accounts: Eagle Pencil Co.; Miss Saylor's Chocolates Inc.; Bellevue Hotel; The Bahai; Merrill Lynch, Pierce Fenner & Beane.

(*Continued on uage 208*)

The "Lucky Coverage" Area
KWFT
WICHITA FALLS, TEXAS

620
KILOCYCLES
THE CHOICE
SPOT ON
THE DIAL

Add these Two Facts

(1) 209,147 NET WEEKLY CIRCULATION
(2) KWFT - LOW STATION TIME COST

And you get maximum value for your Advertising Dollar!

OF 800,000 PIECES OF MAIL
600,000 INCLUDED PROOF
OF PURCHASE

COLUMBIA KWFT AFFILIATE
WICHITA BROADCASTERS
WICHITA FALLS, TEXAS

National Rep.: PAUL H. RAYMER COMPANY

MARKET DATA
DAYTIME AREAS

Listening Area	Radio Homes 1940 Census	New Weekly Circulation
PRIMARY	122,636	89,471
SECONDARY	154,122	66,586
TERTIARY	264,646	53,090
TOTAL LISTENING FAMILIES		209,147

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(*Continuaed from page 207*)

FREDERICK-CLINTON CO.
545 Fifth Ave., New York 17
Tel.: Murray Hill 2-4889

Radio Dept. Robert S. Buckbinder, radio director & timebuyer.

CURT FREIBERGER & CO.
Cooper Bldg., Denver 2
Tel.: Keystone 0487

Radio Dept.: C. J. Freiberger, account executive and timebuyer; V. P. Foss, R. L. Torgerson, continuity; James Henderson, account executive.

FREITAG ADV. AGENCY
761 Peachtree St. N.E., Atlanta
Tel.: Hemlock 1345

Radio Dept.: Norman Frankel, radio director and account executive; J. V. Freitag, account executive.

Radio Accounts: Columbia Baking Co.

FREMONT ADV. AGENCY
360 N. Michigan Ave., Chicago 1
Tel.: State 3188

Radio Dept.: Milton M. Mendelsohn, radio director.

Radio Accounts: Princess Pat; National Novelties.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037

Radio Dept.: A. Maescher Jr., C. S. Pangman, account executives.

Radio Accounts: National Candy Co.; Metropolitan Ice Cream Co.; Mercantile Commerce Bank & Trust Co.; Hunter Packing Co.

MORTON FREUND ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Wickersham 2-7985

Radio Dept.: Morton Freund, radio director.

Radio Accounts: Stratsbury Mfg. Co.; Timely Clothes.

E. M. FREYSTADT ASSOC. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-1253

Radio Dept.: E. M. Freystadt; Charles E. Ballard, account executives.

JEAN SCOTT FRICKELTON
1355 Market St., San Francisco 3
Tel.: Hemlock 6030

Radio Dept.: Mary Boden.

AD FRIED ADV. AGENCY
201 Easton Bldg., Oakland 12
Tel.: Higate 6580

Radio Dept.: Ad Fried, radio director; Tom Doyle, Mili Adler, copy & continuity; Leland Morgan, promotion; Elaine Trigger, timebuyer.

Radio Accounts: Darling Shops Corp.; Delanes Jewelers; Tasch Furrier's; Oakland Giants Pro-Football Assn.; Louis-Barton-Foster Insurance Agency; Fred Benioff Himself.

FRIEND ADV. AGENCY
220 W. 42nd St., New York 18
Tel.: Wisconsin 7-4708

FRIZZELL ADV. AGENCY
Plymouth Bldg., Minneapolis 2
Tel.: Main 1915

Radio Dept.: Frederick L. Frizzell, president; Reinhard Steinley, account executive.

Radio Accounts: Security Food Co.; Kerr's Hatchery.

HARRY M. FROST CO.
260 Tremont St., Boston 16
Tel.: Liberty 0813

Radio Dept.: Karl M. Frost, president; Harvey P. Newcomb, radio and television director.

Radio Accounts: Ce-Lect Baking Co.; Cold Spring Brewing Co.; Durkee-Mower Co.; Genoa Packing Co.; Shubert Theatres; Supreme Wine Co.; Winslow Chip Co.

FULLER & SMITH & ROSS
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600

Radio Dept.: Miss Lee Williams, radio and television director; George L. Trimble, timebuyer.

Cleveland 15—1501 Euclid Ave. Tel.: Cherry 6700. W. J. Staab, media director; Reed Drummond, television director.

Radio Accounts: Aluminum Co. of America; Aluminum Cookng Utensil Co.; Commonwealth Shoe & Leather Co.; Westminster Ltd.; Central Natl. Bank of Cleveland; Libbey-Owens-Ford Glass Co.; Westinghouse Lamps; Stouffer Restaurants.

FULTON, MORRISSEY CO.
612 N. Michigan Ave., Chicago 11
Tel.: Delaware 5430

Radio Dept.: Katherine J. Hogan.

FURMAN, FEINER & CO.
117 W. 46th St., New York 19
Tel.: Bryant 9-2927

Radio Dept.: Norman Furman, president & timebuyer.

Radio Accounts: Miles Labs; Sante Chemical Co.; Colomby Watch Co.; Michaels Bros.; P. J. Le Roy; International Ladies Garment Workers Union.

G

JEROME G. GALVIN ADV.
3619 Broadway, Kansas City 2
Tel.: Valentine 1661

Radio Dept.: J. O. Simon, production manager; Jerome G. Galvin, Leonard Sebring, account executives.

HENRY W. GANN ADV.
Chamber of Commerce, Scranton 3, Pa.
Tel.: 4-5731

Radio Dept.: Henry W. Gann, account executive.

Radio Accounts: Don Juan Wine; Gibbons Beer & Ale;

GARDNER ADV.
915 Olive St., St. Louis 1
Tel.: Garfield 2915

Radio Dept.: Charles E. Claggett, vice-president; May Kohler and Mrs. John B. Cari-Cari.

New York 20—9 Rockefeller Plaza. Tel.: Columbus 5-2000. H. S. Gardner Sr., chairman of board; Roland Martin, vice-president and radio director.

Radio Accounts: Ralston Purina Co.; Pet Milk Co.

W. W. GARRISON & CO.
400 N. Michigan Ave., Chicago 11
Tel.: Superior 8191

Radio Dept.: Geo. P. Schill, timebuyer; W. W. Garrison, E. Earl Lines, account executives.

Radio Accounts: Florida Citrus Exchange.

GEARE-MARSTON INC.
1600 Arch St., Philadelphia 3
Tel.: Rittenhouse 3572

Radio Dept.: Frank C. Murphy, radio director.

ABNER J. GELULA & ASSOC.
Schwehm Bldg., Atlantic City
Tel.: 5-1101

Radio Dept.: Monroe Michaels, director; Edward Gore, account executive.

Radio Accounts: Fischer Baking Co.; M. C. Schrank Co.

GEYER, CORNELL & NEWELL INC.
745 Fifth Avenue, New York 22
Tel.: Wickersham 2-5400

Radio Dept.: Donald S. Shaw, Eleanor L. Larsen, radio directors; H. M. Hempstead, R. E. Tuttle, account executives.

Detroit 32—14250 Plymouth Rd. Tel.: Hogarth 5520. H. M. Hempstead, vice-president.

Dayton—U. B. Building. Tel.: Fulton 4145. E. G. Frost, manager.

Radio Accounts: Nash-Kelvinator Corp; Continental Oil Company.

ALVIN GARDNER CO.
67 W. 44th St., New York 18
Tel.: Murray Hill 2-4655

Radio Dept.: Alvin I. Gardner, radio director; Ralph Hosenthal, account executive.

GARFIELD & GUILD
660 Market St., San Francisco 4
Tel.: Exbrook 3420

Radio Dept.: Walter Guild, vice-president and radio director; Marguerite Amundson, timebuyer.

Los Angeles 14—416 W. Eighth St. Tel.: Trinity 3832. Ted Dahl, manager.

Radio Accounts: Alice Frock Co.; Betty Lou Foods; Brody Operating; Capwell, Sullivan & Furth; Chemicals Inc.; Kay Jewelers; No-doz Awakeners; Remar Baking Co.; Rosefield Packing Co.; Smith's Men's Clothing; Southwest Food Products; Gravem-Inglis Baking Co.; Guittard's Chocolate Co.; Hunt Bros; Milani Food Products; Good Foods Inc.; Northrup-King; El Dorado Oil Works; Purple Blade Corp.

GIBBONS ADV. AGENCY
Natl Bank Bldg., Tulsa 3
Tel.: 4-2444

Radio Dept.: J. Burr Gibbons, L. E. White Jr., account executives.

Radio Accounts: Wortz Biscuit Co.; Okla Power & Water Co.; Tom P. McDermott Inc.; Liberty Glass Co.

JOSEPH R. GERBER CO.
1305 S. W. 12th Ave., Portland 1, Ore.
Tel.: Broadway 0515

Radio Dept: Linnton J. Sawyer, radio director; Dean Pollock, Charles H. Devlin, Douglas Powell, account executives.

GIEZENDANNER CO.
Standard Bldg., Houston 1
Tel.: Preston 5351

Radio Dept.: Maudeen Marks, writer-actress; Joy Wright, writer-actress.

Radio Accounts: Frogle-West Life Ins. Co.; Bill Williams Chicken House; Dairyland Inc.; Henke & Pillot Inc.; Dr. Pepper.

GILLHAM ADV. AGENCY
Continental Bank Bldg., Salt Lake City 1
Tel.: 4-5516

Radio Dept.: Victor V. Bell, radio director; Mary Lou Ritchie, asst. radio director; M. C. Nelson, president and account executive; J. Y. Tipton, exec. vice-president and account executive; Lon Richardson, vice-president and account executive.

Radio Accounts Cloverleaf Dairy; Excelsior Beauty Products; Fisher Brewing Co.; J. A. Hogle & Co.; Mountain Fuel Supply Co.; Porter-Scarpelli Macaroni Co.; Royal Baking Co.; Sego Milk Products Co.; O. C. Tanner Jewelry Co.; Sweet Candy Co.; Utah Lumber Co.; Utah Oil Refining Co.; Utah Power & Light Co.; Utah State Federation of Labor.

BERT S. GITTINS ADV.
739 N. Broadway, Milwaukee 2
Tel.: Daly 6230

Radio Dept.: Vic S. Taylor, radio director; Robert J. Rice, Pete Keck, Carl Stoddard, account executives.

Radio Accounts: Athea Labs; Consolidated Products Co.; Wm. F. Renk & Sons.

GLASSER-GAILEY & CO.
3275 Wilshire Blvd., Los Angeles 36
Tel.: Fitzroy 2141

Radio Dept.: P. E. Gailey, partner and radio director; K. C. Jones, timebuyer.

FRANCIS K. GLEW ADV.
Murray Bldg., Grand Rapids 2, Mich.
Tel.: 8-1848

Rodio Dept.: Francis K. Glew, owner.

GLICKSMAN ADV. CO
400 Madison Ave., New York 17
Tel.: Plaza 8-0716

Radio Dept.: David R. Gibson, radio director.

JACK GOEHRING ADV.
250 Park Ave., New York 17
Tel.: Plaza 3-2991

Radio Dept.: Jack Goehring, radio director and timebuyer; Elsie Johns, account executive.

Radio Accounts: Wassell Orgganization.

H. J. GOLD CO.
1123 Broadway, New York 10
Tel.: Chelsea 2-7748

Radio Dept.: H. J. Gold, radio director and timebuyer.

MAX GOLDBERG ADV. AGENCY
Railway Exchange Bldg., Denver 2
Tel.: Cherry 5533

Radio Dept.: West Battersea, radio director; Elizabeth Nixon, Dorothy Lutz.

GOLDMAN & GROSS
540 N. Michigan Ave., Chicago 11
Tel.: Whitehall 6837

Radio Dept.: Vicki Jacques, media and research director.

Radio Accounts: Freeman Coal Co.

LEON S. GOLNICK & ASSOC.
Fidelity Bldg., Baltimore 1
Tel.: Saratoga 4454.

Radio Dept.: R. B. Levine, copy director; Rita Ephraim, timebuyer; I. W. Lync research director; A. B. Brownstein, Lou Wollman, account executives.

Radio Accounts: Bennett Foods Co.; Burk Savage; D. S. & D. Motors; Dixie-Cola; Hig Rock Ginger Ale Co.; Johnson's Mecc Koons Creamery; Overbrook Co.; Strau Inc.; Tru-Fit Clothes.

GOODKIND, JOICE & MORGAN
919 N. Michigan Ave., Chicago 11
Tel.: Superior 6747

Radio Dept.: M. Lewis Goodkind, Harlo

HARD TIMES WON'T KNOCK HERE!

How many "boom" towns, now geared for war production, are due to hear the summons of adversity upon the arrival of peace?

We don't know—but we do know that Roanoke won't be one of them. *Our* big industries —rayon, steel, railroad operation— will have no reconversion problem. Their markets are *waiting*. WDBJ is the ONLY station giving satisfactory coverage of the big Southwest Virginia market—*Roanoke's* market. WDBJ gives you 118,921 listening families at bargain rates. For instance, a Class B quarter hour (once) costs only $30! Ask Free & Peters!

CBS • 5000 Watts • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

WDBJ
ROANOKE VA.

FREE & PETERS, INC.,
National Representatives

P. Roberts, vice-presidents; Clyde M. Joice, Charles O. Puffer, account executives; Harlow P. Roberts. television director.

Radio Accounts: Goldenrod Ice Cream Co.; Hooker Glass & Paint Mfg. Co.; Iowa Soap Co.; Jewel Food Stores; Jewel Tea Co.; Pine Forest Co.; Planters Edible Oil Co.; Planters Nut & Chocolate Co.

JESSE GOROV CO.
666 Lake Shore Drive, Chicago 11
Tel.: Superior 4312

Radio Dept.: Jesse Gorov.

Radio Accounts: Wonder-Rest Corp.; Royal Bedding Co.

GOTHAM ADV. CO.
2 W. 46 St., New York 19
Tel.: Longacre 5-2616

Radio Dept.: Arthur A. Kron, radio and television director.

Radio Accounts: Lutheran Layman's League; Hartley's Orange Marmalade; R. U. Delapenlia & Co.

GOURFAIN-COBB ADV.
Wrigley Bldg., Chicago 11
Tel.: Superior 3282

Radio Dept.: A. S. Gourfain Jr., account executive.

Radio Accounts: Erie Clothing Co.

GRADY & WAGNER CO.
1790 Broadway, New York 19
Tel.: Columbus 5-5358

Radio Dept.: Frank A. Grady, radio director and timebuyer.

Radio Accounts: Swedish Shampoo Labs; Vitamin Quota Co.

GRACE & BEMENT, INC.
2866 Penobscot Bldg., Detroit 26
Tel.: Cherry 9-400

Radio Dept.: L. C. Grace, timebuyer.

GRANT ADV. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Superior 6500

Radio Dept.: Harry J. Holcombe, radio director; Howard Jones, Robert Watson, Will C. Grant, account executives.

New York 20—RCA Bldg. Tel.: Circle 5-7870. Edward H. Benedict, media director.

Dallas 1—1313 Gulf States Bldg. Tel.: Riverside 8121.

Havana, Cuba—Prado 262. Tel. M6911.

Caracas, Venezuela—Edif. San Francisco. Tel. 9-1112.

Sao Paulo, Brazil—Edif. Vicentina. Tel.: 4-7313.

Mexico, D. F.—Edif. Guardiola. Tel.: J1380.

Monterrey, N. L., Mexico—Padre Mier 474.

Buenos Aires, Argentina—Avenida Presidente Roque Saenz Pena 846. Tel: Defensa 8436.

Rio de Janeiro, Brazil—Edif. City. Tel.: 25-2030.

Radio Accounts: Mars Inc.

PAUL GRANT ADV.
520 N. Michigan Ave., Chicago 11
Tel.: Delaware 5671

Radio Dept.: Paul Grant, timebuyer.

Radio Accounts: Beam Sales Co.; Le Maire Cosmetic Co.; Safety Legion of America.

WILL GRANT ADV. AGENCY
530 W. 6th St., Los Angeles 14
Tel.: Trinity 1384.

Radio Dept.: Will Grant, radio director.

GRANT & WADSWORTH INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 9-4591

Radio Dept.: W. A. Grant, radio director & timebuyer.

THE GRAPHIC CO.
421 Seventh Ave., New York 1
Tel.: Lackawanna 4-4076

Radio Dept.: M. Pollack, radio director and timebuyer.

GRAY & ROGERS
12 S. 12th St., Philadelphia 7
Tel.: Walnut 3636

Radio Dept.: E. Rogers, radio director.

HARRY B. GREEN & CO.
19 E. Fayette St., Baltimore 2
Tel.: Calvert 1817

Radio Dept.: Anne M. Engers, timebuyer; F. B. Speed Jr., president; F. R. Sullivan, copywriter.

Radio Accounts: Green Spring Dairy.

FINLEY H. GREENE ADV.
Walbridge Bldg., Buffalo 2
Tel.: Washington 3371

Radio Dept.: Finley H. Greene, owner and account executive.

GREVE ADV. AGENCY
46 E. 4th St., St. Paul 1
Tel.: Cedar 6388.

Radio Dept.: S. Greve, president and account executive; B. Connolly, Harold S. Chamberlin, account executive.

Radio Accounts: Field Schlick & Co.; Model Launderers & Dry Cleaners; Roto Rooter Sewer Service Co.; Lan-O-Sheen Co.

GREY ADV. AGENCY INC.
166 W. 32nd St., New York 1
Tel.: Chickering 4-3900

Radio Dept.: Hermina Lukascy, timebuyer; Rhea LaGrua, chief of radio copy.

Radio Accounts: Consolidated Razor Blade Co.; Dif Corporation; Doughnut Corp. of America; Hollanderizing Corp. of America; Decorative Cabinet Co.; Bernard Ulmann Co.; Lambert Bros.; Ohrbach's Affiliated Stores; Phillips-Jones Corp.

GRIFFITH ADV. AGENCY
Times Bldg., St. Petersburg 1
Tel.: 4311

Radio Dept.: Robert J. Bullard, radio director.

THE GRISWOLD-ESHLEMAN CO.
Terminal Tower, Cleveland 15
Tel.: Main 9484

Radio Dept.: Walter Morrison, director; Earl Preble, account executive.

Radio Accounts: Fleet-Wing Corp.

JULIAN GROSS ADV.
11 Asylum St., Hartford 3
Tel.: 7-7179

Radio Dept.: G. K. Ray, director and timebuyer; Julian Gross, Robert Lewis, account executives.

GUENTHER-BRADFORD & CO.
15 E. Huron St., Chicago 11
Tel.: Superior 9474

Radio Dept.: W. O'Brien, radio director; J. C. Conway, B. Max Mehl, S. A. Paterson, account executives.

Radio Accounts: Onthank-Davis Co.; G. W. Onthank Co.; Rockdale Monument Co.

LAWRENCE C. GUMBINNER ADV. AGENCY.
9 E. 41st St., New York 17
Tel.: Murray Hill 2-5680

Radio Dept.: Paul Gumbinner, radio director; Beatrice Gumbinner, timebuyer.

GUNN-MEARS ADV. AGENCY
1475 Broadway, New York 18
Tel.: Bryant 9-8197

Radio Dept.: William P. Gunn, partner.

Radio Accounts: Brooklyn Academy of Music; Home Diathermy Co.

GUSSOW-KAHN & CO.
200 Madison Ave., New York 16
Tel.: Ashland 4-6798

Radio Dept.: Leonard L. Gussow, radio director & timebuyer; George N. Kahn, account executive.

Radio Accounts: Yolande Inc.; John David Inc.; Bloch Freres, Inc.;

GUTMAN ADV. CO.
1600 Main St., Wheeling, W. Va.
Tel.: Wheeling 5110

Radio Dept.: P. Kalany, director.

H

H. S. G. ADV. AGENCY
19 E. 53rd St., New York
Tel.: Wickersham 2-3338

Radio Dept.: Harry S. Goodman, president; Maurice Barrett, program director; Gene Flanagan, production; Walter J. Greenebaum, television director.

WM. J. HACKENBERG ADV.
Hawley Bldg., Wheeling, W. Va.
Tel.: Wheeling 1787

Radio Dept.: Wm. J. Hackenberg.

M. H. HACKETT CO.
9 Rockefeller Plaza, New York 20
Tel.: Circle 6-1950

Radio Dept.: M. H. Hackett, radio director; Aida Stearns, timebuyer.

MELVIN F. HALL ADV.
220 Delaware Ave., Buffalo 2
Tel.: Madison 4461

Radio Dept.: Melvin F. Hall, president & account executive; W. B. Tanner, radio director & account executive; James G. Kelly; Alice Gaskill, account executives.

Radio Accounts: Henry & Henry; Van Buren Products Co.; Eagle Office Equipment Co.; Stewart & Benson Inc.; Otto Ulbrich Co.

HALPERN ADV. AGENCY
1457 Broadway, New York 18
Tel.: Longacre 5-7167

Radio Dept.: Samuel Halpern, radio director.

(Continued on page 210)

A New Market for RADIO and TELEVISION

Have you anything to sell to radio or television stations owned by newspapers? If you have, better write for this new EDITOR & PUBLISHER brochure today.

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(*Continued from page 209*)

J. R. HAMILTON ADV.
180 N. Michigan, Chicago
Tel.: Randolph 7060

Radio Dept.: S. T. Claflin, Albert L. Gale, T. J. Harris, account executives.

WM. IRVING HAMILTON INC.
267 Fifth Ave., New York 16
Tel.: Murray Hill 5-1737

Radio Dept.: Wm. I. Hamilton, radio director.

Radio Accounts: Eimer & Amend.

HAMMEL & HAMMEL
405 S. Hill St., Los Angeles 13
Tel.: Madison 5225

Radio Dept.: Max J. Hammel, co-owner & radio director.

HAMMER ADV. AGENCY
983 Main St., Hartford 3
Tel.: 5-4883

Radio Dept.: Marc Baker, radio director; Ethyl Kantor, programming.

HOWARD G. HANVEY ADV.
Phelan Bldg., San Francisco 3
Tel.: Douglas 4100

Radio Dept.: Howard G. Hanvey.

M. E. HARLAN ADV. AGENCY
525 Market St., San Francisco 5
Tel.: Douglas 5721

Radio Dept.: M. E. Harlan.

Radio Accounts: Meyenberg Milk Products Co.; Regal Amber Brewing Co.

HARMON ADV. AGENCY
Chapman Bldg., Portland 3, Maine
Tel.: 3-0157

Radio Dept.: C. H. Harmon.

R. T. HARRIS ADV. AGENCY
Walker Bank Bldg., Salt Lake City 1
Tel.: 3-8815

Radio Dept.: R. T. Harris, president & timebuyer; Keith O'Brien, account executive; Thos. H. Axelson, vice-president.

Radio Accounts: East Idaho Brewing Co., Hotel Utah; Independent Coal & Coke Co., McDonald Chocolate Co.; Prudential Federal Savings & Loan Assn.; Purity Biscuit Co.; Southeastern Furniture Co.; Temple Square Hotel.

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WEED & COMPANY
REPRESENTATIVES

LESTER HARRISON ASSOC. INC.
341 Madison Ave., New York 17
Tel.: Murray Hill 3-1267

Radio Dept.: Sydney Rubin, radio director & timebuyer; Lester Harrison, Marshall Bachenheimer, account executives.

Radio Accounts: Blue Ribbon Ice Cream Co.; Bali Brassiere Co. Inc.; Universal Brassiere Co.; Brenner Bros.; Wise Shoe Stores; Nissy Perfumes Co.

GEORGE H. HARTMAN CO.
307 N. Michigan Ave., Chicago 1
Tel.: State 0055

Radio Dept.: Thomas Kivlan, director; George H. Hartman, Edwin Cahn, account executives.

Radio Accounts: Hartz Mountain Products; Manchester Biscuit Co.; Lakeside Biscuit Co.; Quality Biscuit Co.; Nash-Underwood Co.; M. J. Lanahan; Neumode Hosiery Co.; Goldberg Fashion Forum; Nelson Bros.; P. A. Starck Piano Co. Olivilo Soap; Chicago Tribune; Albulac Co.; Fred W. Amend Co.; Simoniz Co.

L. H. HARTMAN CO. INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-4664

Radio Accounts: Alta Vineyard Co.

HAZARD ADV. CO.
295 Madison Ave., New York 17
Tel.: Ashland 4-7484

Radio Dept.: Joseph L. Boland, vice-president and radio director.

Radio Accounts: Lederle Labs., Inc.; American Cyanamid Co.

HEINTZ, PICKERING & CO. INC.
Paramount Bldg., 323 W. Sixth St., Los Angeles 13
Tel.: Michigan 6062

Radio Dept.: Carl M. Heintz, co-owner, timebuyer, account executive; Johnny Murray, radio director; June Morgan, asst. timebuyer.

Radio Accounts: Smart & Final Co. Ltd.; Knudsen Creamery Co.

HENRI, HURST & McDONALD INC.
520 N. Michigan, Chicago 11
Tel.: Superior 3000

Radio Dept.: W. E. Jones, radio director; David W. Dole, assoc. radio director, timebuyer; Mildred Mishler, radio traffic manager.

Radio Accounts: Acme White Lead & Color Works; Ballard & Ballard Co. Inc.; John Morrell & Co.; Skelly Oil Co.

J. M. HICKERSON INC.
110 E. 42nd St., New York 17
Tel.: Murray Hill 3-7426

Radio Dept.: A. J. Welch, E. H. Pearson.

Washington, D. C.—1510 19th St., N.W. Tel.: Columbia 8459. R. M. Townsend, manager; Mrs. Vera Cassidy Ash, director of radio division (Washington & New York).

HICKS ADVERTISING AGENCY
580 Fifth Ave., New York 19
Tel.: Bryant 9-2365

Radio Dept.: Fred G. Russell, radio director & timebuyer.

HILL ADV. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-7800

Radio Accounts: Ray-Tele; Central N. Y. Broadcasting Corp.

ALBERT P. HILL CO.
233 Oliver Ave., Pittsburgh 22
Tel.: Grant 3700

Radio Dept.: L. T. Hamby, account executive.

IVAN HILL ADV.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 1853

Radio Dept.: Eleanor Fahrenholz.

Radio Accounts: Armand Co.; Fair Dept. Store; Hubbard Milling Co., Old Sunday School.

HILLMAN-SHANE-BREYER
403 W. 8th St., Los Angeles 14
Tel.: Trinity 1453

Radio Dept.: Charles F. Chaplin, radio director; Selma Schonfeld, timebuyer; David Hillman, Donald A. Breyer, Myron Elges, Hassel Smith, account executives.

Radio Accounts: 42 Products Co.; Thrifty Drug Stores; Warner Bros. Theatres; Zeeman Clothing Co.; Eastern Columbia Stores; Brooks Clothing Co.

HIRSHON-GARFIELD INC.
580 Fifth Ave., New York 19
Tel.: Bryant 9-9350

Radio Dept.: Jack Manning, radio director; Betty Manning, asst. radio director

Boston 16—Park Square Bldg. Tel.: Liberty 0488. Gabriel M. Stern, manager; Herb Frank, radio director.

Radio Accounts: Stop & Shop Super Markets; Raytheon Mfg. Co.; McGregor Sportswear Co.; Artistic Foundations, Inc.; Flexees, Inc.; King Diamond Cutters; Edith Lances; Edward Reed Ltd.; M. Louis Products Co.; E. B. Badger & Sons; House of Old Molineaux Inc.; Ron Virgin Co., Ltd.; E. T. Slattery Co.; Suffolk Farms; R. H. White Co.

HIXSON-O'DONNELL ADV.
19 W. 50th St., New York 20
Tel.: Circle 5-6590

Radio Dept.: L. B. Van Doren, vice-president, charge of radio; Katherine Shanahan, timebuyer.

HOFFMAN & YORK
808 N. Third St., Milwaukee 3
Tel.: Daly 6510

Radio Dept.: Howard L. Peck, radio director.

WILLIAM HOFFMAN & ASSOC.
646 N. Michigan Ave., Chicago 11
Tel.: Superior 8518

Radio Dept.: William Hoffman.

WILLIAM F. HOLLAND
Hotel Sinton, Cincinnati 2
Tel.: Main 3450

Radio Dept.: William F. Holland, timebuyer; James Parsons, copy chief; J. Clark, production; D. E. Holland, Clyde Hague, account executives.

GEO. C. HOSKIN ASSOC.
210 S. Clark St., Chicago 4
Tel.: Central 4565

Radio Dept.: Geo. C. Hoskin.

Glendale 3—102 N. Brand. Tel.: Citrus 3-1334.

JAMES HOULIHAN ADV.
Tribune Tower, Oakland.
Tel.: TW. 4470

Radio Dept.: Robt. Pierson; James Houlihan.

Radio Accounts: Murphy Motors; Maritime Commission.

E. T. HOWARD CO.
40 E. 49th St., New York 17
Tel.: Plaza 3-6860

Radio Dept.: Arthur L. Lippmann, radio director & timebuyer; Alfred Lippman, Dewey Pinsker, account executives.

Radio Accounts: Rieser Co. (Venida Products); Hotel St. George.

MALCOLM HOWARD
20 E. Jackson, Chicago 4
Tel.: Webster 2110

Radio Dept.: A. M. Holland, Eileen Rietz, Nikki Kaye, Ray Freedman, account executives.

CHARLES W. HOYT CO.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0850

Radio Dept. Wm. Philip Smith, radio and television director.

Hartford—15 Lewis St. Frank Whipple, manager.

HUBBELL ADV. AGENCY
1220 Huron Road, Cleveland 15
Tel.: Cherry 0212

Radio Dept.: Inez Wallace, radio director; Irving M. Adams, timebuyer; Frank Hubbell, talent buyer and account executive.

Radio Accounts: Sapphire Biscuit Mix.

HUDSON ADV. CO.
92 Liberty St., New York 6
Tel.: Rector 2-0337

Radio Dept.: Isabelle Murray.

H. B. HUMPHREY CO.
Statler Bldg., Boston 16
Tel.: Liberty 4714

Radio Dept.: William H. Eynon, vice-president and radio director; Sally Larkin, asst. to radio director.

New York 17—420 Lexington Ave. Tel.: Murray Hill 5-0993. H. B. Humphrey Jr., manager.

Radio Accounts: Christian Science Church; Christian Science Monitor; The Employers' Group; Rumford Chemical Works; Waltham Watch Co.; E. T. Wright & Co.

HUMPHREY, PRENTKE & ASSOC.
8121 Carnegie Ave., Cleveland
Tel.: Randolph 0474

Radio Dept.: Ralph B. Humphrey, radio director; Robert C. Brown, account executive.

HUTCHINS ADVERTISING CO.
Cutler Bldg., Rochester 4, N. Y.
Tel.: Main 3528

Radio Dept.: E. B. Loveman, R. P. Weis, account executives.

Philadelphia 40—3701 N. Broad St. Tel.: Radcliff 1900. E. B. Loveman, vice-president.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-0716. J. E. McMillin, vice-president.

Toronto—1244 Dufferin St. John Bennet, manager.

Radio Accounts: Philco; Schiller's.

I

INDUSTRIAL ADV. ASSOC.
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7875

Radio Dept.: Milton G. Peterson. account executive.

Radio Accounts: Ar-Ex Cosmetics Inc.

INGALLS-MINITER CO.
137 Newbury St., Boston 16
Tel.: Commonwealth 5767

Radio Dept.: Virginia Lyons, radio director; Virginia M. Wein, timebuyer; J. R. Miniter, account executive.

Radio Accounts: La Touraine Coffee Co.; Whiting Milk Co.; Friend Bros.

INTERNATIONAL ADVERTISERS
60 N. Division Ave., Grand Rapids 2, Mich.
Tel.: 9-4184

Radio Dept.: Lewis N. Steenwyk, radio director.

IVEY & ELLINGTON INC.
535 Fifth Ave., New York 17
Tel.: Murray Hill 2-5204

Radio Dept.: Hal James, radio director & timebuyer; A. G. Graff, media director.

Radio Accounts: Bayuk Cigars Inc.; General Baking Co. (Bond Bread); McKesson & Robbins Inc. (Bax); Sweets Co. of America.

J

JOSEPH JACOBS JEWISH MARKET ORG.
6 E. 46 St., New York 17
Tel.: Murray Hil 2-6995

Radio Dept.: Joseph Jacobs, time & talent buyer; M. Heilson, director; Sholem Rubenstein, asst. director; Harry Lubin, musical director.

M. J. JACOBS INC.

303 W. 42nd St., New York 18
Tel.: Columbus 5-4219

Radio Dept.: M. J. Jacobs, radio director & timebuyer.

Radio Accounts: K. Arakelian Inc. (Mission Bell Wines).

JASPER, LYNCH & FISHEL

17 E. 49 St., New York 17
Tel.: Plaza 5-1700

Radio Dept.: Michael Gore, vice-president and radio director.

JAYNES-HARSHBERGER-MARTIN

659 S. Spring St., Los Angeles 14
Tel.: Vandike 1510

Radio Dept.: J. G. Strassburger, radio director-producer; O. Jaynes, sales executive; George Harshberger, general manager; John F. Martin, account executive; Lucile Cook, retail merchandising.

JOHNSON, READ & CO. INC.

53 W. Jackson Blvd., Chicago 4
Tel.: Wabash 7071

Radio Dept.: Mrs. M. B. Sutherby, radio director.

JONES & BRAKELEY INC.

150 Nassau, New York 7
Tel.: Beekman 3-1912

Radio Dept.: J. C. Gerding, Frank E. Fehlman, account executives; Marie C. Power, timebuyer; Arnold Cohan.

Radio Accounts: Bethlehem Steel Co.; McCormick & Co.

DANA JONES CO.

756 S. Broadway, Los Angeles 14
Tel.: Tucker 6131

Radio Dept.: O. V. Johnson, radio director; Dana H. Jones, account executive; Margaret Zoll, timebuyer.

Radio Accounts: Bullock's Security First National Bank; Chapman's Ice Cream Co.; Helms Bakeries; Tivoli Beer; Studebaker Pacific Corp.

DUANE JONES CO.

570 Lexington Ave., New 22
Tel.: Plaza 4848

Radio Dept.: Reggie Schuebel, radio director; Vera Brennan, timebuyer; Joseph Scheideler, C. Frederic Bell, Brent Groves, Henry Turnbull, Eugene Hulshizer, Paul Werner, account executives.

Radio Accounts: Manhattan Soap Co.; Wesson Oil & Snowdrift Sales Co.; Wilbert Products Co.; Joseph Tetley & Co.; N. Y. State Republican Committee; B. T. Babbitt Co.; Grocery Store Products Co.; Hudson Pulp & Paper Co.; Mennen Co.; Kerr's Butter Scotch Inc.; Sweets Co. of America; Pierce's Proprietaries Inc.; Household Products Corp.; C. F. Mueller Co.; E. Meyers Lye Corp.; Megowen-Educator Food Co.

JONES FRANKEL CO.

43 E. Ohio St., Chicago 11
Tel.: Superior 0707

Radio Dept.: John Frankel.

Radio Accounts: Richards; Toni Inc.; Prince Gardner.

RALPH H. JONES CO.

Carew Tower, Cincinnati.
Tel.: Main 3351

Radio Dept.: C. M. Robertson Jr., president; Kathryn M. Hardig, Margaret A. Rogers, Malcolm MacPherson, James M. Nelson, Stanley A. Willer, Allen Thrasher, W. J. Williamson, account executives.

New York 19—580 Fifth Ave. Tel.: Wisconsin 7-5500. Phillip Meek, manager.

JOSEPH ADV. AGENCY

1801 Reading Road, Cincinnati 2
Tel.: Parkway 7850

Radio Dept.: Jesse M. Joseph, proprietor & account executive; Eli Cohan, account executive.

JUNE & CO.

New Center Bldg., Detroit 2
Tel.: Trinity 1-7450

Radio Dept.: Robert June, Lee Thompson.

CLARENCE B. JUNEAU AGENCIES

214 S. Vermont Ave., Los Angeles 4
Tel.: Drexel 1361

Radio Dept.: Clarence B. Juneau, owner & account executive; Virginia Ross, radio director & timebuyer.

Radio Accounts: Southwestern Division of American Federation of America; California State Federation of Labor; Western Conference of Teamsters; **Los Angeles Evening Herald & Express;** Mole-Richardson Co.

K

ROBERT KAHN & ASSOC.

430 N. Michigan Ave., Chicago 11
Tel.: Delaware 5480

Radio Dept.: Earl J. Kahn, radio director; Robert Kahn; John Hopkinson, timebuyer.

Radio Accounts: Homer Bros.; Gold Spun Dehydrated Soup; Weatherman Co.; Honeykrisp Candy Co.; Isabels Restaurants; Turner Bros. Clothes.

KAL ADVERTISING INC.

Star Bldg., Washington 4
Tel.: Metropolitan 0863

Radio Dept.: Robert J. Enders, radio director; Rhoda Bandler, continuity director; Edith Gustafson, production manager; Harriet Miller, timebuyer; Alexander L. Charles, Marshall R. Worcester, account executives.

KALOM CO.

664 N. Michigan, Chicago 11
Tel.: Superior 8464

Radio Dept.: James Ward, radio director; J. H. Kalom, M. Kissel, account executives.

KANE ADV.

508 North East, Bloomington, Ill.
Tel.: 7349-5

Radio Dept.: Donald Glasgow, radio director; W. H. Kinsall, talent & timebuyer.

Radio Accounts: Paul F. Beich Co.

JOHN KARCH ADV. AGENCY

280 Broadway, New York 7
Tel.: Barclay 7-1045

Radio Dept.: John George Karch, radio director & timebuyer.

Radio Accounts: Giroux Co. Inc.; Permanson Co.; Washington Market; Artplush Co.

H. W. KASTOR & SONS

360 N. Michigan Ave., Chicago 1
Tel.: Central 5331

Radio Dept.: James H. Wright, director; Marie McDonald, traffic manager; Joan Herron, asst.; V .T. Mertz, H. B. Cohen, H. K. Kohn, J. H. Wright, account executives

New York 20—9 Rockefeller Plaza Tel.: Columbus 5-6135. Arthur Kastor, vice-president.

St. Louis—Arcade Bldg. Herman Kastor, vice-president.

Hollywood—Equitable Bldg. Murray Bolen, manager.

Radio Accounts: Procter & Gamble, Cincinnati; Stan B Vitamins; 8-in-1 Cold Tablets; Kungsholm Cookies; Blackhawk Beer; Welch Grape Juice Co.

JOSEPH KATZ CO.

444 Madison Ave., New York 22
Tel.: Wickersham 2-2740

Radio Dept.: Elizabeth Blark, timebuyer; Allen J. deCastro, production; N. C. Wildman, vice-president.

Baltimore 2—8 South St. Tel.: Lexington 1500. John T. McHugh, timebuyer; Harold Kaye, production.

HENRY J. KAUFMAN, ADV.

Homer Bldg., Washington 5
Tel.: District 7400

Radio Dept.: Jeffrey A. Abel, radio director & timebuyer; G. Clark Brant Jr., Charles deLozier, account executives; Betty Harper, writer.

TYLER KAY CO.

775 Main St., Buffalo 3
Tel.: Lafayette 6111

Radio Dept.: H. Tyler Kay, president.

KAYTON-SPIERO CO.

230 W. 41st St., New York 18
Tel.: Longacre 5-5090

Radio Dept.: Mort Nusbaum, radio director; Morris Kinzler, timebuyer.

Radio Accounts: 20th Century-Fox Films Corp.; Roxy Theatre.

RAYMOND KEANE ADV.

1441 Weldon St., Denver.
Tel.: Cherry 0115

Radio Dept.: Ethel N. Keane, timebuyer; Leon Zimmerman, production manager; Gloria Gray, copy chief, Jeanne Eissing, copywriter; A. Wright, M. Beck, account executives.

Radio Accounts: Republic Drug Co.; Seven-Up Colorado Co.; American Furniture Co.; American National Bank; Amter's; Hopper Furs; Intermountain Elevators; K. & B. Packing & Prov. Co.; Kay's Better Jewelers; Kortz Jewelry Co.; Dave Cook Sporting Goods Co.

KEELING & CO.

1028 Chamber of Commerce, Indianapolis 5
Tel.: Riley 1478

Radio Dept.: Don H. Collins, account executive.

Radio Accounts: Hastings Mfg. Co.; Casite Corp.

KEELOR & STITES CO.

Carew Tower, Cincinnati 2
Tel.: Parkway 1311

Radio Dept.: Sam Malcolm Levy, vice-president, radio & televsion director; C. N. Ascheim, P. R. Hume, account executives.

Radio Accounts: Early Daniel Co.; Frank Tea & Spice Co.; Grandpa Soap Co.; Sealy Mattress Co.; Thorobred Dog Foods.

Television Account: Fashion Frocks.

KELLY, ZAHRNDT & KELLY

Cotton Belt Bldg., St. Louis 2
Tel.: Garfield 0777

Radio Dept.: Chas. F. Kelly Jr., president; Walter Zahrndt, Virgil A. Kelly, vice-presidents.

KELSO NORMAN ORGANIZATION

703 Market St., San Francisco 3
Tel.: Douglas 2848

Radio Dept.: Kelso Norman

Radio Accounts: Podesta E. Baldocchi; Northern Calif. Floral Assn; Madera Wineries & Distillers.

KENDALL & DE FILIPPES (Export Adv.)

113 W. 57th St., New York 19

Radio Dept.: Robert F. Kendall, radio director.

Radio Accounts: Collins Co.

KENYON & ECKHARDT

247 Park Ave., New York 17
Tel.: Plaza 3-0700

Radio Dept.: William B. Lewis, vice-president and radio-television director; Robert D. Wolfe, assoc. radio director; Frank Palmer, chief timebuyer; Mary Dwyer, traffic manager; Helen Gill, Kathryn McCann, Sally Reynolds, timebuyers; John Brew, Ralph Linder, Frank Owen, account executives.

Chicago 3—135 S. La Salle St. Tel.: Randolph 6470. Chester Foust, vice-president.

Hollywood— Equitable Bldg. J. A. Briggs, manager; John Swallow, radio director.

Montreal—Sun Life Bldg. Jack Raymond, manager.

Radio Accounts: Kellogg Co.; Standard Brands; Southern Cotton Oil Co.

KETCHUM, MacLEOD & GROVE

Koppers Bldg., Pittsburgh 19
Tel.: Atlantic 1100

FRANK KIERNAN & CO.

41 Maiden Lane, New York 7
Tel.: Whitehall 3-0810

Radio Dept.: Samuel D. Mallin, account executive.

Radio Accounts: Flowery Manicure Products Co.; Kirsch Beverages..

H. M. KIESWETTER ADV. AGENCY INC.

9 E. 40th St., New York 16
Tel.: Lexington 2-0025

Radio Dept.: Samm S. Baker, radio director; Blanche Fernandez, timebuyer; Frank Chase, H. A. Steckman, account executives.

Radio Accounts: Penn Tobacco Co.; Bathasweet Corp.; Dura Gloss Nail Polish.

ABBOTT KIMBALL CO.

250 Park Ave., New York 17
Tel.: Plaza 3-9600

Radio Dept.: Cecil Hackett, vice-president; Miriam Traeger, timebuyer.

Chicago 1—333 N. Michigan Ave. Tel.: Franklin 8188. Grant Chamberlin, manager.

Kansas City 6—10 W. 21st St. Tel.: Victor 1950. David Mindlin, manager.

Los Angeles—3055 Wilshire Blvd. Tel.: Fairfax 1043. Blaisdell Gates, manager.

ALBERT KIRCHER CO.

1001 W. Washington Blvd., Chicago 7
Tel.: Chesapeak 2800

Radio Dept.: Russell Giradian, radio director; L. H. Lasher, timebuyer.

KIRCHER, LYTLE, HELTON & COLLETT ADV.

321 W. 1st St., Dayton 2
Tel.: Fulton 2151

Radio Dept.: Herman W. Land, radio and television director; Watson Metcalf, Jim Hadley, Gordon Cloyd, copy; Ralph Kircher, copy chief.

Radio Accounts: Edward Furniture Co.; Field

(Continued on page 212)

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SEE PAGE 127

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Ralph N. Weil, Gen. Mgr. John E. Pearson Co., Nat'l Rep.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 211)

& Stream Magazine; Gem City Bldg. & Loan Assn.; Olmer Register Co.; Victor Furniture Co.; Dayton Spice Mills.

PHILIP KLEIN ADV.
1910 Rittenhouse Sq., Philadelphia 3
Tel.: Kingsley 1420

Radio Dept.: Walter Green; Philip Klein; Morton Koshland, account executives. Henry Klein, television director and account executive.

KLEPPNER CO.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-0730

Radio Dept.: Leon Balsam, radio director & timebuyer; Otto Kleppner, account executive.

Radio Accounts: Peterson Tobacco Shops; Schenley Import Co.; National Remedy Co. (Enarco); Rogers Import Co.

H. M. KLINGENSMITH CO.
First Natl. Bank Bldg., Canton 2 O.
Tel.: 4-5115

Radio Dept.: H. M. Klingensmith, president & timebuyer; S. L. Huffman, radio director; Rex Farrall, Miles G. McKearney, account executives.

Radio Accounts: Chamberlain-Haber Chemical Co.; Canton National Bank; Superior Dairy Inc.; Blemo Co., Canton.

KLINGER ADV. CORP.
119 W. 57th St., New York 19
Tel.: Circle 6-3660

Radio Dept.: **Atwood A. Klinger,** president and account executive; Elsie French, sec-treas. and account executive.

Radio Accounts: Madison L. I. **Personal Loan;** Stanback Co.; Samuel Schlossman & Sons; Servus Clothes; Price Auto; Midtown Health Club.

KNOLLIN ADV. AGENCY
105 Montgomery St., San Francisco
Tel.: Sutter 6110

Radio Dept.: Mr. Thomas J. McNamara.

Radio Accounts: S. & G. Gump's; Manning's Coffee, Inc.

M. R. KOPMEYER CO.
Realty Bldg., Louisville 2
Tel.: Wabash 3357

Radio Dept.: M. R. Kopmeyer, president & account executive; W. A. Freeman, vice-president & account executive; Fred Gerberding, account executive; Charles Murray; Mary Becker, copywriters.

J. M. KORN & CO.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 2500

Radio Dept.: Roland Israel, radio director.

ARTHUR KUDNER INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-3200

Radio Dept.: Myron P. Kirk, radio director; Eleanor Manning, chief timebuyer; Go-Mills, business manager; Robert Stewart, Taylor Adams, account executives; Alan Ward, television director.

Detroit 2—New Center Bldg. Tel.: Madison 5315. Robert Copeland, manager.

San Francisco—215 Market St. Tel.: Garfield 5433. Lloyd Myers, manager.

Padio Accounts: General Motors Corp.; U. S. Tobacco Co. (Dills Best & Model Tobaccos).

J. R. KUPSICK ADV.
122 E. 42nd St., New York 17
Tel.: Murray Hill 5-9145

Radio Dept.: J .R. Kupsick, Saul Kampf, acount executives; Jerry Law, radio director.

KUTTNER & KUTTNER
540 N. Michigan Ave., Chicago 11
Tel.: Superior 1877

Radio Dept.: M. G. Grinspan, director & timebuyer; C. D. Kuttner, E. A. Grossfeld, account executives.

Radio Accounts: Capitol Dairy Co.; Holleb & Co.; Kay Daumit; R. Gerber & Co.; R. B. Clothes.

L

LA BRUM & HANSON
Bankers Security Bldg., Philadelphia
Tel.: Kingsley 1877

Radio Dept.: Thomas A. La Brum, radio director.

MORTON LACHMAN ADV.
Electric Bldg., Aberdeen, Wash.

Radio Dept.: Ruth A. Poindexter, acting agency manager.

Radio Accounts: George J. Wolff Co.; Goldberg Furniture Co.

LAKE-SPIRO-SHURMAN, INC.
2800 Sterick Bldg., Memphis 3
Tel.: 5-1571

Radio Dept.: Clarke R. Brown, radio director; Hugh Murphy, asst. timebuyer, traffic & control; Mrs. Lucille Simmons, Mrs. Eve Cullison, asst. timebuyers.

JAMES G. LAMB CO.
Land Title Bldg., Philadelphia 10
Tel.: Spruce 7823

Radio Dept.: Kennard G. Keen Jr., radio director.

LAMBERT & FEASLEY INC.
9 Rockefeller Plaza, New York 20
Tel.: Columbus 5-3721

Radio Dept.: Martin Horrell, radio director; Gordon Seagrove, account executive.

Radio Account: Lambert Pharmacal Co.

LAMPORT, FOX, PRELL & DOLK INC.
825 J. M. S. Building, South Bend 5, Ind.
Tel.: 3-2161

Radio Dept.: Carl F. Prell, vice-pres.; Len Hofmann, William Callender, account executives.

Radio Accounts: Scherman, Schaus-Freeman Co.; Northern Indiana Transit.

LANG, FISHER & STASHOWER
1010 Euclid Ave., Cleveland 15
Tel.: Main 6579

Radio Dept.: Alvin B. Fisher, radio director; Thomas E. O'Connell, asst. director.

Radio Accounts: Brewing Corp. of America; Yellow Cab Co.; Bonne Bell, Inc; Railley Corporation; Miller-Becker Co.; Cleveland Co-Operative Stove Co.; The World Publishing Co.

LAPORTE & AUSTIN INC.
369 Lexington Ave., New York 17
Tel.: Murray Hill 3-5884

Radio Dept.: F. B. Leedorn, F. F. Casey, account executives; B. Gary.

Radio Accounts: Dunshaw Co.; J. W. Landenberger Co.

LAUESEN & SALOMON
520 N. Michigan Ave., Chicago 11
Tel.: Superior 0738

Radio Dept.: Wendell Walker, account executive.

Radio Accounts: Foley & Co.

THE LAVENSON BUREAU
12 S. 12th St., Philadelphia 7
Tel.: Lombard 1158

Radio Dept.: W. Staunton Moylan, radio director.

LEEFORD ADV. AGENCY, INC.
315 Fourth Avenue, New York 10
Tel.: Stuyvesant 9-1742

Radio Dept.: David D. Lee, president.

Radio Accounts: Remington Rand Inc.

LEE-STOCKMAN INC.
30 Vesey St., New York 7
Tel.: Rector 2-0350

Radio Dept.: J. Lewis Reid, consultant; W. Arthur Lee, Rufus B. Burnham, Louis H. Meyer, account executives.

AL PAUL LEFTON CO.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhose 1500

Radio Rept.: Mrs. Bowers, radio director.

New York 17—521 Fifth Avenue. Tel.: Vanderbilt 6-4340.

Chicago 11—435 N. Michigan Avenue. Tel.: Superior 7977.

Hollywood 28—6305 Yucca Street. Tel.: Hollywood 8148.

Washington 5—601 13th St., N. W. Tel.: National 1160.

HART LEHMAN ADV.
118 E. 28th St., New York 16
Tel.: Murray Hill 4-7831

Radio Dept.: Hart E. Lehman.

LEIGHTON & NELSON
202 State St., Schenectady 5
Tel.: 6-4202

Radio Dept.: Winslow P. Leighton, George R. Nelson, partners and account executives; George R. Nelson, radio director; Cecil Woodland, copy director and account executive; Marilyn Hermant, asst. copy director.

LENNEN & MITCHELL INC.
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170

Radio Dept.: John W. Loveton, asst. radio director; Fred Blumenschien, head, radio commercial dept.; Joseph C. Lincoln, business manager; Robert Orr, Ray Virden, account executives.

Hollywood—308 N. Rodeo Drive. Mel Williamson, general manager; S. James Andrews, radio director.

Radio Accounts: Andrew Jergens Co. (Jergens Lotion, Woodbury Face Powder); P. Lorillard Co. (Old Golds); Tide Water-Oil Associated Oil Co. (Tydol, Veedol).

S. R. LEON CO.
1 Madison Ave., New York 10
Tel.: Murray Hill 5-8019

Radio Dept.: Hortense Brandt, radio director.

H. B. LeQUATTE INC.
200 Madison Ave., New York 16
Tel.: Ashland 4-5571

Radio Dept.: H. B. LeQuatte, radio director.

AUSTIN C. LESCARBOURA & STAFF
The Wordshop, Croton-on-Hudson, N. Y.
Tel.: Croton 444

Radio Dept.: Austin C. Lescarboura.

TED LEVY ADV.
Temple Court Bldg., Denver 2
Tel.: Cherry 4521

Radio Dept.: Ted Levy, president; Barbara D. Aiton, radio director; Eleanore Zaengle, Gladys Kauffman, copywriters.

ADDISON LEWIS & ASSOC.
Foshay Tower, Minneapolis 2
Tel.: Atlantic 6235

Radio Dept.: Addison Lewis, president & account executive; W. A. Grove, account executive.

LIEBER ADV. CO.
228 N. LaSalle St., Chicago 1
Tel.: State 1771

Radio Dept.: R. R. Kaufman, radio director & timebuyer.

Radio Accounts: Progress Feather Co.; Davidsons Bakeries; Roland Corp.; Chicago Trans. Co.; Sheldon Exclusive Furriers.

LILLER, NEAL & BATTLE ADV.
Chamber of Commerce Bldg., Atlanta 3
Tel.: Jackson 2664

Radio Dept.: W. W. Neal, C. K. Liller, account executives.

Radio Accounts: Allied Drug Products Co.; Armour Fertilizer Works; Brock Candy Co.; City Mills Co.; Colonial Stores; W. H. Lay Co.; Morris Plan Bank of Ga.

CARR LIGGETT ADV.
NBC Bldg., Cleveland 14
Tel.: Cherry 3435

Radio Dept.: Carr Liggett, president & account executive; Leonard W. Smith, account executive.

Radio Accounts: I. T. S. Co.; Climax Industries Inc.

LITTLE & CO.
3757 Wilshire Blvd., Los Angeles 5
Tel.: Exposition 1267

Radio Dept.: Duncan Jennings, radio director & timebuyer; Gayb Little, owner and account executive.

Radio Accounts: Kenu Products Co.; Gilbert C. Wilson Labs.; The National Plan; Adohr Milk Farms.

LEON LIVINGSTON ADV.
Mills Bldg., San Francisco 4
Tel.: Sutter 7340

Radio Dept.: Zonabelle Samson, timebuyer; E. B. Krough, account executive.

Radio Accounts: Colgate-Palmolive Peet Co.; Italian Swiss Colony.

LIVINGSTONE-PORTER-HICKS
Eaton Tower, Detroit 26
Tel.: Randolph 6640

Radio Dept.: Patricia Adams, L. P. Hicks, account executives.

Radio Accounts: Lafer Bros.; Koppitz-Melchers Inc.; Wenger's Inc.; Leader Carpet Cleaning Co.

710,113 People
in Metropolitan
OAKLAND
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Metropolitan Oakland extends nearly 30 miles (all solidly built-up CITY) along the eastern shore of San Francisco Bay.

And that's not a small market in any man's language.
(actually 3rd largest on the Pacific Coast)

KROW
"THE HOME INTEREST STATION"
IS *Oakland's Leading Station*
RADIO CENTER BUILDING, 19TH AND BROADWAY
OAKLAND, CALIFORNIA
Philip G. Lasky, General Manager

LLOYD, CHESTER & DILLINGHAM, INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 5-8800

Radio Dept.: Harvey N. Volkmar, John J. Hagan, account executives.

Radio Accounts: Pirrone Wineries; Gambine Labs. Inc.

LOCKWOOD-SHACKELFORD CO.
122 E. 7th St., Los Angeles 14
Tel.: Trinity 9801

Radio Dept.: David R. Fenwick, radio director & timebuyer.

Radio Accounts: Los Angeles Brewing Co.; Breakfast Club Sales Corp.; California Associated Products Co.; King's X Flavor & Extract Co.

LOEB & PAIRO ADV.
223 Peachtree St., N. E., Atlanta 3
Tel.: Main 6935

Radio Dept.: Mabel H. Loeb, president & account executive; Virginia A. Pairo, vice-president & account executive.

LOEWY ADV. AGENCY
41 Park Row, New York 7
Tel.: Worth 2-3773

Radio Dept.: Henry H. Loewy, vice-president.

W. E. LONG CO.
155 N. Clark St., Chicago 1
Tel.: Randolph 4606

Radio Dept.: E. J. Sperry, radio director; Robert B. Struble, asst.; Richard J. Slater, supervisor syndicated programs; Clyde Sigafoos, television director.

LUCERNA CO. INC.
17 E. 45th St., New York 19
Tel.: Murray Hill 2-7267

Radio Dept.: Emanuel Goldman, radio director.

EARLE LUDGIN & CO.
121 W. Wacker Drive, Chicago 1
Tel.: Andover 1888

Radio Dept.: Vincent R. Bliss, radio director; Jane Daly, timebuyer.

Radio Accounts: All Purpose Rit; Riturna Hair Dye; Koolox Shaving Cream; Thor Washing Machines & Ironers.

LYNN-FIELDHOUSE
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182

Radio Dept.: W. B. Pritchard, timebuyer; Remus Harris, L. S. Fieldhouse, account executives.

THE LYON AGENCY
116 New Montgomery St., San Francisco
Tel.: Douglas 3546

Radio Dept.: Dwight Lyon.

Radio Accounts: Spreckles-Russell Dairy; Laher Spring & Tire.

S. DUANE LYON INC.
9 Rockefeller Plaza, New York
Tel.: Circle 5-8181

Radio Dept.: William Cayton, radio director; Minne Hall Carothers, publicity director; S. Duane Lyon, Chester Radven, account executives.

Radio Accounts: Dorset Foods, Ltd.; Lake Shore Food Products.

W. D. LYON CO.
417 1st Ave., S. E., Cedar Rapids, Ia.
Tel.: 3-0051

Radio Dept.: Stanton M. Peterson; Mrs. W. D. Lyon, account executive.

Radio Accounts: Colonial Baking Co.; Gordon Canning Co.; Iowa Canning Co.

M

NORMAN S. S. MacAFEE ADV.
424 Chestnut St., Philadelphia
Tel.: Lombard 7697

Radio Dept.: Norman S. S. MacAfee, radio director.

MacFARLAND, AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 9360

Radio Dept.: Miss Evelyn Stark, radio director; Allen B. Dicus, Wm. F. Pitney, Howard G. Knowlton, account executives.

New York 20—10 Rockefeller Plaza. Tel.: Circle 6-2890. A. E. Aveyard, partner; Henry Clay Klein, radio director; Miss Bergliette Boe, timebuyer.

Radio Accounts: Zenith Radio Corporation; Omar, Inc.; United Wallpaper, Inc.

W. W. MacGRUDER
Midland Savings Bldg., Denver 2
Tel.: Cherry 0693

Radio Dept.: W. W. MacGruder, timebuyer; George Bakewell, production manager; Gerry Brown, script writer; George Cherry, artist.

Radio Accounts: Coors Beer; 3 Daughters Powder; Fairmont Cemetery Assn.; Midland Savings & Loan.

NORMAN A. MACK & CO.
67 W. 44th St., New York 18
Tel.: Murray Hill 2-1135

Radio Dept.: Norman A. Mack, Charles Michelson.

Radio Account: Varden Dress Co.

MacMANUS, JOHN & ADAMS
Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300

Radio Dept.: Elmer W. Froehlich, radio director; John R. MacManus, account executive.

Radio Account: Champion Spark Plug Co.

MAC WILKINS, COLE & WEBER
Corbett Bldg., Portland 4
Tel.: Broadway 6401

Radio Dept.: Ken Tillson, radio director and account executive; Ted Bushman, Don Dawson, Mac Wilkins, Rita Stackhouse, account executives.

Seattle 1—Republic Bldg. Tel.: Elliott 1335. Geo. H. Weber, partner & general manager; D. Buelow.

Radio Accounts: U. S. Bakery; Fahey-Brockman Clothiers; Chevrolet Co.; Montag Furnaces; Oregonian Publishing Co.

MAGGART ADV. AGENCY
333 N. Michigan Ave., Chicago 1, Ill.
Tel.: Central 3861

Radio Dept.: M. E. Maggart, M. E. Carr, account executives.

MALCOLM-HOWARD ADV.
20 E. Jackson Blvd., Chicago
Tel.: Webster 2110

Radio Dept.: Nikki Kaye, Eileen Rietz; Ray Freedman, Arthur M. Holland, H. A. Barkun, account executives.

DAVID MALKIEL ADV.
260 Tremont St., Boston
Tel.: Liberty 1421

Radio Dept.: Muriel Ginsburg, script writer; Morey Schwartz, production; David Malkiel, Harry Lawrence, Martin Kadis, account executives.

LLOYD MANSFIELD CO.
110 Pearl St., Buffalo 2
Tel.: Washington 2762

Radio Dept.: Lloyd Mansfield, president; Harold J. Warner, vice-president.

MARSCHALK AND PRATT CO.
535 Fifth Ave., New York 17
Tel.: Vanderbilt 6-2022

Radio Dept.: John R. Allen, radio director; Harry C. Marschalk, Bennett Kolb, account executives.

Radio Accounts: Standard Oil Company of New Jersey (Esso); Esmond Mills Inc.

TERRILL BELKNAP MARSH ASSOC.
480 Lexington Ave., New York 17
Tel.: Eldorado 5-4570

Radio Dept.: T. B. Marsh, radio director.

HAROLD MARSHALL ADV. CO.
565 Fifth Ave., New York 17
Tel.: Plaza 3-0404

Radio Dept.: J. P. Schneider, radio director.

ARTHUR E. MARTIN INC.
610 W. Van Buren, Chicago
Tel.: Seeley 1133

Radio Dept.: A. E. Martin, radio director; Russell Errett, timebuyer.

MASON-GOLD ADV.
1004 Marquette Ave., Minneapolis 2
Tel.: Geneva 9619

Radio Dept.: D. P. Nathanson, radio and television director; Jean Hadley, timebuyer; Marcia Hershkowitz, copy chief; Meyer Gold, account executive.

Radio Accounts: Red Devil Soot & Carbon Remover; Pfunder Co.; Janey Best Paint; Snyders Drug Stores.

MASON-RELKIN CO.
67 W. 44th St., New York
Tel.: Murray Hill 2-4949

Radio Dept.: Roger B. Relkin, radio director.

Radio Accounts: Leon & Eddie's; Wright Clothes; Triebitz Shoes; Guffanti's Restaurant; Hudson Canadian Furs.

J. M. MATHES INC.
122 East 42nd St., New York 17
Tel.: Lexington 2-7450

Radio Dept.: Wilfred S. King, vice-president and radio director; Edna Cathcart, timebuyer; James McCracken, television director.

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3
Tel.: Gaspee 4456

Radio Dept.: Joseph M. Finkle, president and timebuyer; Archie M. Finkle, vice-president; Bruno Schnabel, treasurer; Anne E. Woled, executive secretary; Dorothy M. Taipe, radio director.

Radio Accounts: Candy Mart Stores; Eclipse Food Products Corp.; Inlaid Optical Co.; National Glass Co.; Rhode Island Sales Co.; Shiloh Bottling Co.; Metropolitan Theatres.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Fitzroy 5710
New York 22—570 Lexington Ave. Tel.: Eldorado 5-2930. Preston Pumphrey, radio director; E. Edwin Wilhelm, timebuyer.

Radio Accounts: General Electric Co., (electronics dept.); H. J. Heinz Co.; Gillette Safety Razor Co.

R. A. MAXWELL & ASSOC.
255 N. 29th St., Camp Hill, Pa.
Tel.: Harrisburg 27738

Radio Dept.: R. A. Maxwell.

Radio Accounts: Pa. Democratic State Committee.

MAY ADV. INC.
106 S. 16th St., Philadelphia
Tel.: Rittenhouse 7642

Radio Dept.: Bertram May, radio director.

MAYERS CO.
1240 S. Main St., Los Angeles 27
Tel.: Prospect 0101

Radio Dept.: Gertrude Stark, timebuyer and production manager; Henry Mayers, Arthur Mayers, Larry Lewin, Ted Neale, Gertrude Stark, account executives.

Radio Accounts: Food Machinery Corp.; Pennzoil Co.; California Bank; Dad's Root Beer; Dewing Co.; Gordon Bread Co.; Southern Calif. Tel. Co.; Live Food Product; Eastern-Columbia Dept. Store; Hendan Shirts; Sears, Roebuck & Co.

MAYS & BENNETT
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Circle 5-7000

Radio Dept.: Lloyd O. Coulter, vice-president charge of radio; Lawson Paynter, executive asst. to vice-president; William C. Dekker, director of timebuying and stations relations; Marion Harper Jr., director of radio research; Russ Johnston, television director. Wm. A. Franchey, radio copy chief. Producers: Carlo De Angelo, Dave Grant, Glan Heisch, Russ Johnston, Dorothy B. McCann, Clare Olmstead, Florence Ortman, Bill Rousseau, Archie Scott.
Boston—1631 St. James Ave. Tel.: Liberty 5468. Watson M. Gordon, manager.
Chicago 5—910 S. Michigan Ave. Tel.: Webster 3701. Homer Havermale, vice-president & manager.
Cleveland 14—Guardian Bldg. Tel.: Cherry 3490. A. A. Sommer, manager.
Detroit 26—Penobscot Bldg. Tel.: Randolph 9710. Donald C. Hight, vice-president & manager.
Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8268. Clare Olmstead, vice-president, August J. Bruhn, business manager.
Los Angeles 13—448 S. Hill St. Tel.: Mutual 1181. Burt Cochran, manager; Mary Kay Cain, timebuyer; Joe Eastman, account executive.
Minneapolis 1—Hodgson Bldg. Tel.: Bridgeport 6801. Jackson Taylor, vice-president & manager.
Portland 4, Ore.—Public Service Bldg. Tel.: Atwater 4305. R. B. Calkins, manager; Vivian McMurtrey, account executive.
San Francisco 4—114 Sansomes St. Tel.: Douglas 5560. H. Q. Hawes, vice-president & manager; Gerald J. Norton, manager, radio dept.; Burton C. Granicher, Robt. Barthold, F. H. McCrea, C. E. Persons, Bradford Collins, account executives.

Radio Accounts:
New York and Hollywood: American Molasses Co.; Chesebrough Manufacturing Co.; Emerson Drug Co.; Gruen Watch Co.; Manufacturers Trust Co.; James McCutcheon & Co.; National Biscuit Co.; Pacific Coast Borax Co.; Stromberg-Carlson Co.; Stanco, Inc.; Westinghouse Elec. & Mfg. Co.; Zonite Products Inc. (Larvex).
Chicago: Standard Oil Co. of Nebraska; Standard Oil Co. of Indiana; Milk Foundation, Inc.
Cleveland: Leisy Brewing Co.; Richman Bros. Co.; Standard Oil Co. of Ohio.
Detroit: Tivoli Brewing Co.
Los Angeles: Globe Mills, Inc.; Southern California Gas Co.; Southern Counties Gas Co.; Soil-Off Mfg. Co.; The Squirt Co.
Minneapolis: Pillsbury Mills, Inc.; Twin City Federal Savings & Loan Assn.; Gluek Brewing Co.; First National Bank; Northwest Scrap Dealers Assn.
Portland: Northwestern Electric Co.; Pacific Power & Light Co.; Portland Gas & Coke Co.
San Francisco: Anglo Cal. Nat. Bank of San Francisco; Associated Dental Supply Co.; California Packing Corp.; Calif. Walnut Growers Assn.; Harold H. Clapp, Inc.; Dwight Edwards Co.; General Brewing Corp.; Hale Bros. Stores, Inc.; Pacific Gas & Electric Co.; Londondeery; Sunnybank Margarine; Macey's.

(Continued on page 214)

Hey There Mister!

Don't Overlook the "Monterey Bay Area" in California

COVER IT

Like a Blanket with

BLUE

KHUB

Watsonville, Calif.

Rep.: W. S. GRANT

New York - Los Angeles
Chicago - San Francisco

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 213)

L. F. McCARTHY & CO.
Provident Bank Bldg., Cincinnati 23
Tel.: Parkway 0368

Radio Dept.: Emil Bauer, L. F. McCarthy, account executives.

R. E. McCARTHY ADV.
Tampa Theatre Bldg., Tampa 2, Fla.
Tel.: 2323

Radio Dept.: R. E. McCarthy, M. D. King.

Radio Accounts: Borden's Poinsettia Dairy; Lenfestey Supply Co.; Peninsular Telephone Co.; Pioneer Tire Co.; Southern Brewing Co.

McCARTY CO.
1206 Maple Ave., Los Angeles 15
Tel.: Prospect 7011

Radio Dept.: W. W. Mann, sr. account executive; Roland Jacobson, Carol Tuller, account executives.
San Francisco 5—236 Rialto. Wm. Wilde, manager.
Pittsburgh 19—Koppers Bldg. R. S. Reed Jr., manager.

Radio Accounts: Arrowhead & Puritas Waters Inc.; David B. Heyhr Co.; Seaside Oil Co.

McCORD CO.
Hodgson Bldg., Minneapolis 1
Tel.: Bridgeport 1225

Radio Dept.: Louis Melamed, vice-president & account executive; Ralph W. Hobbs, M. W. Starkey, account executives.

Radio Accounts: Chocolate Products Co.; Furniture Exposition Mart; Montgomery Ward & Co.; Griggs, Cooper & Co.; Hilex Co.; Farm Bureau Federation; Farm Bureau Service Co.; State Federation of Labor; Milk Foundation of Minn.; Sanitary Food Mfg. Co.; Regan Bros. Co.; Cannon Valley Milling Co.; Conrad Fur Co.

McCORMICK CO.
217 E. 7th, Amarillo, Texas
Tel.: 5333

Radio Dept.: Robert McKenzie, Jas. L. McCormick, account executives.

McELROY ADV. AGENCY
1489 W. Washington Blvd., Los Angeles 7
Tel.: Prospect 2047

Radio Dept.: Edward J. McElroy, owner & account executive; Mary Sullivan, radio director & timebuyer.

Radio Account: Fitzsimmons Stores, Ltd.

L. E. McGIVENA CO. INC.
444 Madison Ave., New York 22
Tel.: Plaza 3-7422

Radio Dept.: Leo E. McGivena.

McGIVERAN-CHILD CO.
58 E. Washington St., Chicago
Tel.: State 0225

Radio Dept.: M. J. Klee, radio director.

McJUNKIN ADV. CO.
228 N. LaSalle St., Chicago 1
Tel.: State 5060

Radio Dept.: Hal R. Makelim, radio director; E. A. Trizil, timebuyer.

Radio Accounts: Chef Boy-Ar-Dee Co.; Ivoryne Gum Co.

McKEE & ALBRIGHT
1400 S. Penn Sq., Philadelphia 2
Tel.: Locust 4737

Radio Dept.: J. A. McFadden, vice-president charge of radio; E. R. Walmsley, timebuyer; Robert L. Redd, producer.
New York 20—RCA Bldg. Tel.: Columbus 5-2058.
Hollywood 28—Equitable Bldg. Tel.: Hollywood 8363.

Radio Accounts: Southern Dairies; Quaker City Chocolate & Confectionary Co.; Breyer Ice Cream Co.; Sealtest Inc.; Western Maryland Dairy; Philadelphia & Reading Coal & Iron Co.

R. J. A. McLAUGHLIN & ASSOC.
Southern Bldg., Washington 5
Tel.: Republic 1771

Radio Dept.: R. J. A. McLaughlin, president & radio director.

KEN McNEILL & STAFF
448 S. Hill St., Los Angeles 13
Tel.: Michigan 7496

KLX HAS HIGH PRIORITY ON "LISTENER LOYALTY"

LISTENER deci
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From pioneer to pace setter since 1921. That's the record of radio station KLX, Metropolitan Oakland's leading Independent.

From its broadcast of the Dempsey-Carpentier fight in Jersey City, July 2, 1921, to the vital war news of today, KLX has given its listeners a high standard of radio programs and outstanding public service.

That's why it's "just natural" to tune to KLX.

The TRIBUNE STATION, Oakland 4, California

National Representative
JOSEPH HERSHEY McGILLVRA, Inc.

Radio Dept: James McCleery, radio director; Edith Sweazy, timebuyer.

Radio Accounts: Petrol Corp.

PHILIP J. MEANY CO.
816 W. 5th St., Los Angeles 13
Tel.: Michigan 3601

Radio Dept.: W. R. Mathews, timebuyer; Philip J. Meany, account executive.

Radio Accounts: Kip Corp.; Pierce Bros.; Rose-Hills Memorial Park.

MELDRUM & FEWSMITH
Republic Bldg., Cleveland 15
Tel.: Cherry 4505

Radio Dept.: R. G. Simmons, timebuyer & media director.

MENEOUGH ADV. AGENCY
720 Grand Ave., Des Moines 9
Tel.: 3-6336

Radio Dept.: Wayne Welch, timebuyer; E. M. Meneough, Paul Martin, Harlan Moeller, Al Solheim, account executives.

Radio Accounts: Anderson-Erickson Dairy; Supreme Baking Co.; Service Optical Co.; Lumbermen's Assoc. Buyers; Northland Dairy; Crescent Macaroni Co.; Campbell Foods Co. (Des Moines); Capital City Bank; K. I. Miller Hatchery; Colonial Oil Co.; Nutritional Products Co.; Standard Glass & Paint Co.

METROPOLITAN ADV. CO.
527 Fifth Ave., New York 17
Tel.: Murray Hill 2-2220

Radio Dept.: Harry D. Adair, president; Laurence J. Reis, radio head.

Radio Accounts: Barbayon School of Languages; Man O. War Publishing Co.

ARTHUR MEYERHOFF & CO.
Wrigley Bldg., Chicago 11
Tel.: Delaware 7860

Radio Dept.: Nelson A. Shawn, radio and television director; Bernard Howard, asst. director; Kay Kennelly, timebuyer; Arthur Meyehoff, Ralph Rosenthal, George Taylor; John Black, John Lemmon, account executives.
Milwaukee 2—759 N. Milwaukee. Tel.: Marquette 3144. George Grabin, manager and account executive.

Radio Accounts: Wm. Wrigley Jr. Co.; Mutual Benefit Health & Accident Insurance Co.; Beich Candy Co.; Sears Raw Fur Marketing Service; Illinois Meat Co.; Andy Lotshaw Co.; Transport Co. of Milwaukee; Fitzpatrick Bros. Inc.

MICHEL-CATHER INC.
2 Park Ave., New York 16
Tel.: Lexington 2-3192

Radio Dept.: Edgar F. Cohen, radio director; William A. Cather, chief timebuyer.

MID-TOWN ADV. AGENCY
143 W. 125th St., New York
Tel.: Monument 2-0190

Radio Dept.: Joseph R. Wortman, radio director.

MIDWEST ADV. AGENCY
City Hall Bldg., Rockford, Ill.
Tel.: Main 985

Radio Dept.: W. A. Pitschke, president and account executive.

MILLER AGENCY CO.
2144 Madison Ave., Toledo 2
Tel.: Main 8121

Radio Dept.: David Heer, president & account executive.

Radio Accounts: Rex Research Corp.

C. L. MILLER CO.
521 Fifth Ave., New York 17
Tel.: Murray Hill 2-1010

Radio Dept.: Roger White, producer, director, talent buyer; G. V. Carhart, timebuyer; Rita Driscoll, asst. timebuyer.
Chicago 1—333 N. Michigan Ave. Tel.: Central 1640. I. M. Tuteur, manager.

Radio Accounts: Cooter Brokerage Co.; Corn Products Refining Co. (Karo Syrup, Kre-Mel Dessert, Mazola Salad Oil); Curtiss Candy Co.; Dr. Sweet's Root Beer Co.

JOHN THOMAS MILLER
71 W. 35th St., New York 1
Tel.: Wisconsin 7-3996

Radio Dept.: C. Flynn, radio director; John T. Miller, chief timebuyer.

M. GLEN MILLER
8 S. Michigan Ave., Chicago 3
Tel.: Franklin 1309

Radio Dept.: M. Glen Miller.

RAY MILLS ADV.
108 Court St., Auburn, Me.
Tel.: Lewiston 190

Radio Dept.: Ray Mills, radio director.

DAN B. MINER CO.
1151 S. Broadway, Los Angeles 15
Tel.: Richmond 3101

Radio Dept.: Neg Monett, radio director; Margaret Annis, assistant; Roy Dempsey, J. C. Morse, account executives.

Radio Accounts: Forest Lawn Memorial Park; Interstate Bakeries Corp.; Los Angeles Rwy. Co.; Wilshire Oil Co.

MITCHELL-FAUST ADV. CO.
230 N. Michigan Ave., Chicago 1
Tel.: State 6610

Radio Dept.: Hildred Sanders, radio director; Dorothy L. Parsons, timebuyer; R. A. L. Herwig, L. L. Weld, account executives.

Radio Accounts: General Baking Co.; Theo. Hamm Brewing Co.; Peter Hand Brewing Co.; Chr. Hansen's Lab. Inc.; Oscar Mayer & Co.

MITHOFF & WHITE
Martin Bldg., El Paso, Tex.
Tel.: Main 4500

Radio Dept.: Warren T. Mithoff, Dan T. White, partners; Kay Johnstone, account executive.

ARTHUR R. MOGGE INC.
307 N. Michigan Ave., Chicago 1
Tel.: State 2908

Radio Dept.: Albert Swanson, timebuyer.
St. Louis 8—Continental Bldg. Tel.: Franklin 2155. E. E. Kromnacker, manager and account executive.

Radio Accounts: Wagner Electric Corp.

EMIL MOGUL CO.
250 W. 57th St., New York 19
Tel.: Columbus 5-2482

Radio Dept.: S. B. Harrison, radio director; Myron Mahler, radio producer; Helen Monroe, timebuyer.

Radio Accounts: Barney's Clothes; Gem Oil Co.; Napa Valley Grape Products; National Shoes; Ronzoni Macaroni Co.; Trimount Clothing Co.

GEORGE MOLL ADV.
Ninth Bank Bldg., Philadelphia
Tel.: Regent 9100

Radio Dept.: George Moll, radio director.

RALPH MOORE INC.
208 N. Broadway, St. Uouis
Tel.: Chestnut 8728

CHESTER C. MORELAND CO.
Times-Star Tower, Cincinnati 2
Tel.: Parkway 1178

Radio Dept.: Chester C. Moreland, president; Thomas H. Birch, account executive.

RAYMOND R. MORGAN CO.
6362 Hollywood Blvd., Hollywood 28
Tel.: Hempstead 4194

Radio Dept.: R. E. Messer, timebuyer and television director; R. C. Temple, J. J. McCleery, R. B. Raisbeck, account executives.

MORLOCK ADV. AGENCY
139 N. Clark St., Chicago 2
Tel.: Randolph 8336

Radio Dept.: A. R. Morlock, account executive.

Radio Accounts: Victory Motor Parts.

MORSE INTERNATIONAL INC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-6727

Radio Dept.: Chester Slaybaugh, radio director; Eunice Dickson, timebuyer.

Radio Accounts: Vick Chemical Co. (Vicks VapoRub, Va-tra-nol, Cough Drops, Inhaler); Prince Matchabelli, Inc.; Alfred D. McKelvy Co. (Seaforth).

MOSELLE & EISEN
522 Fifth Ave., New York 18
Tel.: Murray Hill 2-2651

Radio Dept.: Mimi Margo, radio director.

MOSER & COTINS INC.
10 Hopper Street, Utica 3, N. Y.
Tel.: 4-6141

Radio Dept.: Miss L. B. Lang, manager, media dept.; Arthur S. Cotins, J. N. Brown, H. W. Glaeser, G P. Hodges, account executives.

Radio Accounts: Near's Food Co.; Oswego Candy Works; Patent Cereals Co.; West End Brewing Co.

MOSER & COTINS NEW YORK CITY CORP.
Graybar Bldg., New York 17
Tel.: Murray Hill 3-9140

Radio Dept.: H. L. Hicks, radio director.

MOSS ASSOCIATES
415 Lexington Ave., New York 17
Tel.: Vanderbilt 6-1828

Radio Dept.: Joseph H. Moss, radio director.

C. WENDEL MUENCH & CO.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 7717

Radio Dept.: Bill Fisher, production manager.

Radio Accounts: Durkee Famous Foods; Triangle-Toffenetti Restaurants.

MUIR AND CO. INC.
9 Rockefeller Plaza, New York 20
Tel.: Circle 7-6641

Radio Dept.: J. Edgar Pool Jr., radio director

Boston 16—20 Providence St. Tel.: Hubbard 2595. Dean C. Wolf, manager.

H. C. MULBERGER INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 4090

Radio Dept.: C. A. Mathisson, vice-president.

Chicago—201 N. Wells St. Tel.: State 4199. C. A. Mathisson, manager.

Radio Accounts: Miller Brewing Co.; Edwards Motor Co.

JOHN F. MURRAY ADV. AGENCY INC.
22 E. 40th St., New York 16
Tel.: Lexington 2-8000

Radio Dept.: William H. Wulffleff.

IRVING MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: Harrison 6828

Radio Dept.: Irvin P. Myerson.

N

NACHMAN-RHODES INC.
Marion Bldg., Augusta, Ga.
Tel.: 2-8301

Radio Dept.: Herbert Nachman.

NASCON & BOURNE
60 E. 42nd St., New York 17
Tel.: Vanderbilt 6-1423

Radio Dept.: Severin Bourne, timebuyer.

Radio Accounts: Nascon Products; North American Wines.

NATIONAL EXPORT ADV. SERVICE
405 Lexington Ave., New York 17
Tel.: Murray Hill 9-6835

Radio Dept.: Edward Y. Martinez, radio director; Thomas W. Hughes, Lia Varell, account executives.

Radio Accounts (Foreign): Quaker Oats Co. (breakfast cereals); Lever Bros. (toilet soaps); William R. Warner Co. (pharmaceuticals); Carter Products (Carter's Little Liver Pills & Arrid).

NEAL ADV. AGENCY
737 N. Michigan Ave., Chicago 11
Tel.: Whitehall 8133

Rradio Dept.: P. K. Hornburg.

Radio Account: Sterling Ins. Co.

NEEDHAM & GROHMANN INC.
630 Fifth Ave., New York 20
Tel.: Circle 5-6200

Radio Dept.: H. Victor Grohmann, radio director; Kathryn Intemann, timebuyer; Donald H. Parker, account executive.

Radio Account: Maggi Co., Inc.

NEEDHAM, LOUIS & BRORBY
135 S. LaSalle St., Chicago 3
Tel.: State 5151

Radio Dept.: Otto R. Stadelman, timebuyer; W. R. Fowler Jr., John J. Louis, Philip M. White, Melvin S. Hattwick, account executives.

Hollywood 28—1680 N. Vine St. Tel.: Granite 7186. Cecil P. Underwood, vice-president and manager.

Radio Accounts: Kraft Cheese Co.; S. C. Johnson & Son; Swift & Co. (Sunbrite, Ice Cream); Wieboldt Stores Inc.

NEFF RADIO PRODUCTIONS
Stroh Bldg., Detroit 26
Tel.: Randolph 3006

Radio Dept.: M. A. Neff, owner and account executive; Dorothy Ann Marks, production manager and account executive; Harry Suffrin, account executive.

Radio Accounts: McLouth Steel Corp; Moon Bros.; McDonald Coal Co.; Gately's Inc.; R. H. Fyfe Co.; Michigan Mutual Liability Co.; M. K. M. Knitting Mills.

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4231

Radio Dept.: Walter J. Neff, president; William Rogow, vice-president; Horace Hagedorn, account executive.

NEWBY & PERON
59 E. Van Buren, Chicago 5
Tel.: Harrison 9494

Radio Dept.: A. W. Newby, president; A. H. Peron, vice-president.

NEWELL-EMMETT CO.
40 E. 34th St., New York 16
Tel.: Ashland 4-4900

Radio Dept.: Blayne R. Butcher, radio director; Ed Franklin, television director; N. F. McEvoy, chief timebuyer; Joseph Ruggerio, Bernard Lippman, timebuyers.

Cleveland 13—Terminal Tower Bldg. Tel.: Maine 3883. Herbert Simon, manager.

Hollywood—6331 Hollywood Blvd. Tel.: Hempstead 1974. Martin Barrett, manager.

Radio Accounts: Liggett & Myers Tobacco Co.; Loose-Wiles Biscuit Co.; Pepsi-Cola Co.; Beech-Nut Packing Co.; Economics Labs.; Kirkman's Soap; Sherwin-Williams Co.: Popular Publications.

N. J. NEWMAN ADV.
724 S. Flower, Los Angeles 14
Tel.: Trinity 7664

Radio Dept.: N. J. Newman. Lee Fink. account executives.

NEWMARKS ADV. AGENCY
217 7th Ave., New York 11
Tel.: Watkins 9-7070

Radio Dept.: Samuel S. Zipser. president & radio director; Joseph Bell, Rosalie J. Jones. account executives.

NORTON ADV. SERVICE
615 Orchard Pkwy, Niagara Falls. N. Y.
Tel.: 2-3508

Radio Dept.: M. L. Norton, radio director.

NORTHWEST RADIO ADV. CO.
American Bldg., Seattle 4
Tel.: Elliott 5488

Radio Dept.: Edwin A. Kraft, manager; W. L. Paul. asst. manager and timebuyer; F. L. Thornhill, auditor; Dean Sherman, Duane Watkins, C. B. Arnold, account executives.

Radio Accounts: Alaska Life Magazine; Compagnie Parisienne Inc.; Gardner Nursery Co.; Happy Tumbling Block Co.; Rhodius Perfumes; Simon & Schuster Inc.

O

R. T. O'CONNELL CO.
420 Madison Ave.. New York 17
Tel.: Plaza 3-5412

Radio Dept.: Charlotte B. Chadwick, radio director & timebuyer; Charlotte B. Chadwick, account executive.

Radio Accounts: Minwax Co., Inc. (Preen).

P. F. O'KEEFE ADV.
199 Washington St., Boston 8
Tel.: Capitol 6698

OLIAN ADV. CO.
Ambassador Bdg., St. Louis 1
Tel.: Central 8380

Chicago—Pure Oil Bldg. Tel.: Randolph 4733. I. J. Wagner, vice-president.

Radio Dept.: I. J. Wagner, Walter J. Goldstein. vice-presidents; James Spencer, Julian H. Miller, account executives; Margaret Hart, timebuyer.

Radio Accounts: Columbia Brewing Co.; Alton Boxboard Co.; Atlas Prager Brewing Co.; Edelweiss-Schoenhofen Brewing Co.; General Grocer Co.: Lewis-Howe Lab Co.; Hardy Colgin Co.; Missouri Brewers Ass'n; Waste Paper Conservation Campaign; Western United Dairy Co.; Eagle Stamp Co.

OLMSTED & FOLEY
1200 Second Ave. So., Minneapolis 4
Tel.: Atlantic 0202

Radio Dept.: Ward H. Olmsted. radio director; Gordon A. Daline, James O. Hanley, Warren T. Way, Catharine J. Tidemanson, writers.

O'NEIL, LARSON & McMAHON
230 N. Michigan Ave., Chicago 1
Tel.: Andover 4470

Radio Dept.: Otto Goes, radio director; Walter Zivi. account executive and timebuyer; Nelson McMahon.

Radio Accounts: Consolidated Royal Chemical Co.: Charm Kurl Co.; Tintz Co.: Charms Cain; Ru-Ex: Udga Co.; Michigan Bulb Co.; Bonny Gay Frocks: Parr Vitamins; Saf-Kil Co.

E. A. OPPENHEIM CO.
Michigan Bldg.. Detroit 26
Tel.: Cadillac 6765

Radio Dept.: E. A. Oppenheimer, radio director; M. McCracken, script chief and account executive.

Radio Acounts: Demery's Dept. Store; Annis Furs of Detroit; New Detroit Baths; Virginia Farrell, salon.

OWEN-CARR ASSOC.
122 E. 42nd St.. New York 17
Tel.: Lexington 2-2992
Radio Dept.: L. E. Schneider, radio director.

JOHN H. OWEN INC.
595 Madison Ave., New York 22
Tel.: Plaza 8-2400

Radio Dept.: B. H. Pelzer Jr., radio director; M. H. Seixas, timebuyer; K. Weiss, asst. timebuyer.

MERRITT OWENS ADV.
Comm. Nat'l Bank Bldg., Kansas City 12
Tel.: Drexel 7250

Radio Dept.: John J. Goetz.

P

PACIFIC ADV. STAFF
1624 Franklin St., Oakland 12
Tel.: Templebar 2885
Radio Dept.: Helen Augsburg, account executive.
Radio Accounts: First Federal Savings & Loan Assn.; Thrift Federal Savings & Loan Assn.; Oliver Tire & Rubber Co.; Prudential Realty & Finance Co.; Oakland Crematorium; Homecraft Baking Co.

PACIFIC COAST ADV. CO.
1167 McAllister St., San Francisco 15
Tel.: Fillmore 4120

Radio Dept.: Irvin Atkins, radio and television director.

Los Angeles—Petroleum Bldg. Tel.: Richmond 6333. Glenn Gordon, account executive.

Radio Accounts: Langendorf United Bakeries Inc., San Francisco; Richard E. Goebel; Old Homestead Bakery; Dairy Belle Farms; LeRoy's Jewelers.

PACIFIC NAT'L. ADV.
605 Union St., Seattle 1
Tel.: Eliot 1401
Radio Dept.: Trevor Evans, radio director; W. H. Horsley, H. O. Stone, Lola Bridston, account executives.
Portland 4, Ore.—Spaulding Bldg. Tel.: Atwater 4339. Ruth Foland, manager.
Radio Accounts: Cedargreen Frozen Pack Inc.; Fisher Flouring Mills Co.; Washington Co-op Egg & Poultry Assn.; Hansen Baking Co.; Imperial Candy Co.; National Grocery Co.; Seattle First Nat'l. Bank.

PARIS & PEART
370 Lexington Ave., New York 17
Tel.: Caledonia 5-9840

Radio Dept.: Chas. A. King Jr., radio director; A. C. DePierro, timebuyer; R. B. Hazelton, W. F. James, account executives.
Radio Accounts: Atlantic & Pacific Tea Co.; R & H Beer; Spratt's Dog Food.

PARKER-ALLSTON ASSOC.
116 John St., New York 7
Tel.: Rector 2-6514
Radio Dept.: Raymond D. Parker, president.

AMOS PARRISH & CO.
500 Fifth Ave., New York 18
Tel.: Pennsylvania 6-6190
Radio Dept. David T. Levine, radio director & timebuyer.

W. MONTAGUE PEARSALL ADV.
300 Vesey St., New York 7
Tel.: Cortland 7-3700
Radio Dept.: W. Montague Pearsall, radio director & timebuyer.

PECK ADV. AGENCY
400 Madison Ave., New York 17
Tel.: Plaza 3-0900
Radio Dept.: Arthur Sinsheimer, radio and television director.

PEDLAR & RYAN
250 Park Ave., New York 17
Tel.: Plaza 5-1500
Radio Dept.: E. G. Sisson Jr., vice-president & television director; Joseph S. Bell, Elizabeth C. Shay, William Barrett, production supervisors; Cyril J. Mullen, copy chief; Mary Dunlavey, timebuyer; Chester T. Birch, Ernest P. Zobian, account executives.

Radio Accounts: Procter & Gamble (Camay, Chipso, Dash); Ironized Yeast.

PERRY-BROWN INC.
15 E. 8th St., Cincinnati 2
Tel.: Cherry 3181-2

Radio Dept.: Donald Kortekamp

Radio Accounts: Security Storage Co.; Security Rug Cleaning Co.; Auburn Rubber Co.

HAROLD PETTUS ADV.
Jones Bldg., Corpus Christi, Tex.
Tel.: 2-5621
Radio Dept.: Harold Pettus.

PICARD ADVERTISING CO.
250 W. 57th St., New York 19
Tel.: Columbus 5-4121

CASPER PINSKER
150 Nassau St., New York 7
Tel.: Beekman 3-2542
Radio Dept.: Lester Wunderman, radio director & timebuyer.
Radio Accounts: Biltmore Publishing Co.; Harvest House; Ivenco Inc.; Caxton House; Life Study Fellowship.

PITLUK ADV. CO.
Alamo Bank Bldg., San Antonio 5, Tex.
Tel.: Garfield 7268
Radio Dept.: Jack N. Pitluk, president & account executive; Norman D. Schwerke, timebuyer & account executive & television executive; Fred Allen, radio director; Jean O'Brien, copywriter.

PLATT-FORBES INC.
386 Fourth Ave., New York 16
Tel.: Caledonia 5-4440
Radio Dept.: William S. Walker, vice-pres., secretary; T. F. Cosgrove, vice-pres., timebuyer; Rutherford Platt, W. A. Forbes, account executives.
Hartford 3—75 Pearl St. Tel.: Hartford 7-0758. G. Frank Sweet, vice-president. & manager.
Radio Accounts: Squirrel Brand Co.; Peter Paul, Inc. (Mounds, Choclettos, Peter Paul's Charcoal Gum).

PLAZA ADV. AGENCY
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-6550
Radio Dept.: Nancy Viaroli, timebuyer.

JULIAN POLLOCK CO.
1717 Sansom St., Philadelphia 3
Tel.: Locust 1686
Radio Dept.: Julian G. Pollock, radio director.

POLLLYEA ADVERTISING
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707
Radio Dept.: Charles W. Geiger, timebuyer; Edith M. Kruzan, copy chief; Wm. Polje, account executive.
Radio Accounts: Hulman & Co.; Terre Haute Brewing Co.

POSNER ADV. AGENCY
8 E. 41st St., New York 17
Tel.: Lexington 2-3878
Radio Dept.: Miles Shefferman, radio director.

(Continued on page 216)

NOTICE

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(Continued from page 215)

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Road, Kansas City 8, Mo.
Tel.: Victor 4433
Radio Dept.: R. J. Potts, J. B. Woodbury, E. A. Warner, C. L. Robinson, C. C. Tucker, account executives; Connie Joan Connor

POTTS-TURNBULL CO.
912 Baltimore Ave., Kansas City 6
Tel.: Victor 9400
Radio Dept.: W. J. Krebs, president & account executive: N. P. Rowe, radio director & account executive; C. R. Lawson, Blair MacPhail, G. F. Magill, E. T. Chester, account executives.

PRESBA, FELLERS & PRESBA
360 N. Michigan Ave., Chicago 1
Tel.: Central 7683
Radio Dept.: Marquis M. Smith, radio director.

JOHN O. POWERS CO.
220 E. 42nd St., New York 17
Tel.: Murray Hill 2-8766
Radio Dept.: Robert W. Powers, radio director & Timebuyer.

J. G. PROCTOR CO. INC.
250 Park Ave., New York 17
Tel.: Plaza 3-5252
Radio Dept.: J. G. Proctor, president.
Radio Accounts: Newark Cheese Co. Inc.; Freed Furs.

R

L. W. RAMSEY CO.
230 N. Michigan Ave., Chicago 1
Tel.: Franklin 8155
Radio Dept.: L. H. Copeland, radio director & account executive; Cecelia Brodie, asst. director; F. L. Eason, account executive.
Davenport, Ia.—111 E. 3rd St. Tel. 3-1889. L. W. Ramsey, president.
Radio Accounts: Michigan Mushroom Co.; Lite Soap Co.; Illinois Commercial Men's Assn.; G. Heileman Brewing Co.; Berghoff Brewing Corp.

RANDALLL CO.
75 Pearl St., Hartford 3
Tel.: 7-2828
Radio Dept.: Catherine A. Gilbert, radio director.

WM. H. RANKIN CO.
101 W. 55th, New York 17
Tel.: Circle 7-4914
Radio Dept.: Mrs. R. L. Lisk; Wm. H. Rankin, television director.

RATCLIFFE ADV. AGENCY
Mercantile Bank Bldg., Dallas 1
Tel.: Central 8035
Radio Dept.: M. K. Ratcliffe, radio director & account executive; O. S. Bruck, Dorothy P. Neal, account executives.

VICTOR M. RATNER
515 Madison Ave., New York 22
Tel.: Eldorado 5-3670
Radio Dept.: Victor M. Ratner, president, radio director & timebuyer.
Radio Accounts: Bellin's Wonderstoen Co. (Wonderstoen).

RAY-HIRSCH CO.
7 E. 42nd St., New York 7
Tel.: Murray Hill 2-1412
Radio Dept.: Murray Hirsch, radio director; Milton Balzer, account executive.
Radio Accounts: N. C. Goodwin's Lab., Inc.; House of Watches.

CHAS. DALLAS REACH CO.
58 Park Place, Newark 2
Tel.: Market 3-5100

REALSERVICE INC.
110 W. 34th St., New York 1
Tel.: Pennsylvania 6-4411
Radio Dept.: J. Elkins, radio director & timebuyer.

REDFIELD JOHNSTONE INC.
420 Madison Ave., New York 17
Tel.: Plaza 3-6120
Radio Dept.: L. L. Redfield, radio director; Norma Cordano, timebuyer.
Radio Accounts: Howard C.othes, Inc.; Block Drug Co., Wool Novelty Co., Inc. (WoolFoam); Grelva, Inc.

KNOX REEVES ADV. INC.
First Nat'l. Bank Bldg., Minneapolis 2
Tel.: Bridgeport 7701
Radio Dept.: Russell E. Neff, radio & television director; Elizabeth Reeves, program director; H. K. Painter, producer; E. E. Sylvester, account executive.
New York 17—122 E. 42nd St. Tel.: Murray Hill 4-3982. L. C. Christianson, acting manager.
San Francisco 5—625 Market St. Tel.: Sutter 6744. R. W. Stafford, vice-president.
Radio Accounts: General Mills Inc.

REINCKE-ELLIS-YOUNGGREEN & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 7440
Radio Dept.: Russell R. Williams, radio director & timebuyer.

What's a Man?

Generally speaking, he's a time or space buyer, merchandise manager, account executive, or other genus homo seeking and devising ways and means to influence women. In Los Angeles, the male species finds the BEST way to influence women is through the station PROGRAMMED AND MANAGED BY WOMEN—KGFJ.

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STATION

KGFJ

1230
KC

Thelma Kirchner, Manager
1417 South Figueroa Street, Los Angeles 15, California

EMIL REINHARDT ADV.
1736 Franklin, Oakland 12, Cal.
Tel.: Templebar 2408.
Radio Dept. Joseph Connor, Dove Lane, writers.

PHILIP RITTER CO. INC.
511 Fifth Ave., New York 17
Tel: Murray Hill 2-3392
Radio Dept.: Philip Ritter, Jr., president & radio director.

REISS ADV.
221 W 57th St., New York 19
Tel.: Columbus 5-7733
Radio Dept.: Gladys Kamer, television director; Joseph Reiss, account executive.
Television Account: Press-On Inc.

WM. B. REMINGTON INC.
196 Worthington St., Springfield 3, Mass.
Tel.: 2-2135
Radio Dept.: Wm. B. Remington, president & account executive; Harold W. Hixon Jr., William R. Mason, account executives.
Radio Accounts: Springfield Institution for Savings; Hotel Sheraton

RHOADES & DAVIS
690 Market St., San Francisco 4
Tel.: Exbrook 6468
Radio Dept.: Robert O. Davis, radio director; B. M. Soderstrom, timebuyer; Rufus Rhodes, account executive.
Los Angeles—3275 Wilshire Blvd. Tel.: Fitzroy 2141. P. E. Gailey, manager.

LEE RINGER ADV.
3923 W 6th St., Los Angeles 5
Tel.: Drexel 8131
Radio Dept.: Thelma Ringer, radio & television director, account executive; Linda Harris, copy writer, A. E. Foreman.

JOHN H. RIORDAN CO.
816 W. 5th St., Los Angeles 13
Tel.: Michigan 8296
Radio Dept.: John H. Riordan, owner, radio director, & account executive; Lorene Frazee, timebuyer.
Radio Accounts: California Flyers Inc.; Omega Shoe Polish Co.

DAN RIVKIN ADV.
220 S. 16th St., Philadelphia 2
Tel.: Pennypacker 5766
Radio Dept.: Dan Rivkin, account executive.
Radio Accounts: Royal Shoe Markets; Ismak Rug Mills; Dan's Cancellation Shoe Shop; Harris Furniture Co.; Lenny's Clothes; John Kohler; Foot Friend Shoes; Benj. Apparel; Spiro I. Apparel; Moskin Credit Clothes; Richards Credit Clothes; Berg Bros.; Joy Kiddie Shop.

ROBERTS & REIMERS INC.
551 Fifth Ave., New York 17
Tel.: Murray Hill 2-3175
Radio Dept.: Leon Kelley, vice-pres., radio director & timebuyer.

S. E. ROBERTS INC.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6171
Radio Dept.: S. E. Roberts, president & account executive; H. H. DuBois, vice-president & account executive.

ELWOOD J. ROBINSON ADV. AGENCY
Spring Arcade Bldg., 541 S. Spring St., Los Angeles 13
Tel.: Mutual 1142
Radio Dept.: Elwood J. Robinson, president; Melvin A. Jensen, radio director.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago
Tel.: Randolph 9760
Radio Dept.: Phil Stewart, radio director; N. J. Cavanagh, timebuyer.
New York 17—400 Madison Ave. Tel.: Plaza 3-7444. R. A. Porter, vice-president.
Philadelphia 2—225 S. 15th St. Tel.: Pennypacker 2766. Guy C. Pierce, vice-president.

ROCKLIN, IRVING & ASSOC.
155 N. Clark St., Chicago 1
Tel.: Randolph 2324
Radio Dept.: B. L. Ruff, production; Irving Rocklin, timebuyer.
Radio Accounts: Lee Sales Adding Machine; Lincoln Specialty; Futuristic Case Co.; Union Life Ins. Co.; Walton Motors; Kass Clothiers; Libby Furniture & Linoleum; Furriers Inc.

ROGERS & SMITH ADV. AGENCY
20 N. Wacker Drive, Chicago 6
Tel.: Dearborn 0021
Radio Dept.: Roland Blair, radio director.

ROOT-MANDABACH ADV. AGENCY
646 N. Michigan Ave., Chicago 11
Tel.: Superior 8247
Radio Dept.: P. B. Root

CHARLES EDSON ROSE CO.
43 E. Ohio St., Chicago 11
Tel.: Superior 3486
Radio Dept.: William Perry, radio director.

ROSE-MARTIN INC.
21 W. 46th St., New York 19
Tel.: Bryant 9-4621
Radio Dept.: G. M. Rundbaken, media director.

ARTHUR ROSENBERG CO.
570 7th Avenue, New York 18
Tel.: Chickering 4-4420
Radio Dept.: Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver, account executives.
Radio Accounts: Longine-Wittnauer Watch Co., Inc.; Hennafoam Shampoo Co.; Luxor Baths Hotel; Myers 1890 Beverages.

W. B. ROSS & ASSOC.
674 W. Washington, Los Angeles 15
Tel.: Prospect 8600
Radio Dept.: Beatrice Henning Shaw, radio director.
Radio Accounts: Monarch Finer Foods; Imperial Mutual Life Ins. Co.; Hollywood Cemetery Assn.; Douglas Oil Co. of Calif.; Pierce Bros.

ROZENE ADV. AGENCY
59 Cannon St., Bridgeport 3, Conn.
Tel.: 6-1176
Radio Dept.: Jack Rozene, account executive; Hazel Grey, continuity.
Radio Accounts: Leventhal Furniture Co.; Samuel Jewelers; Harpers Furs; United Men's Shoe Store; Elliott's Shoe Box Inc.

WALTER L. RUBENS & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Superior 8436
Radio Dept.: Helen Shanesy, vice-president.
Radio Accounts: Chicago Arena; Cleveland & Buffalo Steamship Co.

RUBIN & LESSER
341 Madison Ave., New York 17
Tel.: Murray Hill 3-1273
Radio Dept.: Sydney Rubin, timebuyer and radio director.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400
Radio Dept.:
New York—Donald D. Stauffer, co-radio director; Heagan Bayles, co-radio director; Charles T. Ayres, business manager; Grant Y. Flynn, publicity; Leland F. Cooley, television director.
Radio Supervisors & Producers, Merritt W. Barnum, Mrs. Pat Bowman, Lee Cooley, Fred Essex, Grant Y. Flynn, Eddie Hough, Robert Steel, Willson Tuttle, Jack Van Nostrand, Thomas Vietor, John Wellington
Radio Commercial Supervisor: Miss Regina Morgan.
Chicago—R. W. Metzger, radio director; N. E. Heyne production director; Jack Sharp, charge commercial writing; Holly Shively, charge of scripts.
Hollywood—Nate Tufts, vice-president & radio director; Robert Ballin, Brad Browne, Sam Pierce, Dave Young, Knowles Entrikin, producers.
Offices:
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 0485. Paul E. Watson, western manager.
Detroit 2—7430 Second Blvd. Tel.: Madison 1980. M. J. Casey, vice-president.
St. Louis 1—812 Olive St. Tel.: Main 0127. Oscar A. Zahner, vice-president & manager.
Houston 2—712 Main St. Tel.: Charter 4-1741. W. Van A. Combs, manager.
Hollywood 28—1680 N. Vine St. Tel.: Hillside 7593. John H. Weiser, vice-president & coast manager.
San Francisco 4—235 Montgomery St. Tel.: Exbrook 4616. Herbert O. Nelson, account executive.
Seattle 1—1218 3rd Avenue. Tel.: Main 6727. F. G. Mullins, vice-president.
Cincinnati 2—Carew Tower. Tel.: MA 2413. John L. Magro, manager.
Toronto—80 Richmond St. W. Tel.: Adelaide 4069. Douglas Philpott, manager.
Radio Accounts: American Tobacco (Lucky Strike); Chrysler Corp.; Delaware, Lackawanna & Western R. R.; Electric Auto-Lite Co.; Lever Bros. Inc. (Rinso, Lifebuoy, Spry); Savings Bank of N. Y. State; Noxzema Chemical Co.; Pharmaco Inc. (Feenamint, Chooz); Jacob Ruppert Brewery; Taylor-Reed Corp.; American Home Products (G. Washington & Cafe Melo Coffee, Anacin).
Television Account: Lever Bros. Co. (Rinso, Lifebuoy. Spry).

ROBERT C. RUSSELL INC.
152 Barrett St., Schenectady 1
Tel.: 4-7837

Radio Dept.: R. C. Russell, production manager.

LEWIS EDWIN RYAN
726 Jackson Place, Washington 6, D. C.
Tel.: Republic 7606
Radio Dept.: Lewis Edwin Ryan, owner.

RYDER & INGRAM LTD.
337 17 St., Oakland 12, Calif.
Tel.: Templebar 0363
Radio Dept.: Robert L. Ingram, Ross H. Ryder, account executives.
Radio Accounts: California Nursery Co.; Pioneer Beverages Ltd.; Colbourn Studio; John Hansen & Sons; The Truman Co.; Victory Manpower Campaign Committee.

S

BEN SACKHEIM INC.
29 W. 57th St., New York 19
Tel.: Eldorado 5-6025
Radio Dept.: Leonard H. Spring, timebuyer; Ben Sackheim, account executive.
Radio Accounts: Lydia O'Leary Inc.

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17
Tel.: Plaza 3-6920
Radio Dept.: Victor van der Linde, radio & television director; Charlotte Rains, timebuyer.

HAL A. SALZMAN ASSOC.
6 E. 45th St., New York 17
Tel.: Vanderbilt 6-4750
Radio Dept.: Jack Ross, radio director, time & talent buyer; Hal Salzman, Frank Bromberg, account executives; Jack Berman, television director.
Radio Accounts: Sante Chemical Co.; Twin City Shellac Co.

SAVAGE & TALLEY
Fountain Square Bldg., Cincinnati 2
Tel.: Main 1164
Radio Dept.: William Savage Jr., Thomas M. Talley.

WILLLIAM A. SCHAUTZ INC.
247 Park Avenue, New York 17
Tel.: Plaza 5-1161
Radio Dept.: Stanley L. Musselman, radio timebuyer; Leonora Andrews, radio director.
Radio Accounts: Rice's Bakery; J. B. Fishel's Bakery; Rice's Bakery (Wilmington); Rice-Schmidt Baking Co.; Manbeck Baking Co.; Gunzenhauser's Bakery.

SCHECK ADV. AGENCY
9 Clinton St., Newark 2
Tel.: Market 2-0480
Radio Dept.: E. Grant Scheck, Morris Scheck, Julius Scheck, Wm. Andrews, account executives.

SCHEEL ADV. AGENCY
1740 E. 12th, Cleveland 14
Tel.: Cherry 2644
Radio Dept.: V. D. Lidyard.

HUGO SCHEIBNER INC.
111 W. 7th St., Los Angeles 14
Tel.: Michigan 6636
Radio Dept.: Hugo Scheibner, owner & radio director; Shirlee Petkin and Vera A. Lubin, account executives; Fred W. Strauss, production manager.

SCHOLTS ADV. SERVICE
1201 W. Fourth St., Los Angeles 13
Tel.: Michigan 2396
Radio Dept.: William G. Scholts, owner; Fred Montgomery, radio director & timebuyer; Earl Lee, radio producer.
Radio Accounts:
Barbara Ann Baking Co;.Paramount Theatres Corp.

GORDON SCHONFARBER & ASSOC.
58 Weybosset St., Providence 3
Tel.: Gaspee 4813
Radio Dept.: Claire R. Grenier, timebuyer; Gordon Schonfarber, Huntington Hanchett, account executives.
Radio Accounts: Calif. Artificial Flower Co.; Comfi-Coil Corp., Gladding's Inc.; Loutitt Laundry; Old Colony Cooperative Bank; New England Laundry; Peterson's Hosiery Shop; Tilden-Thurber Co.

SCHWAB & BEATTY INC.
1230 Sixth Ave., New York 20
Tel.: Circle 5-9090
Radio Dept.: Robert W. Beatty, vice-pres., timebuyer, account executive; Victor O. Schwab, president & account executive.
Radio Accounts: Book-of-the-Month Club, Inc.

HAROLD S. SCHWARTZ & ASSOC.
500 N. Dearborn St., Chicago 10
Tel.: Delaware 3623
Radio Dept.: Harold S. Schwartz.

SCHWIMMER & SCOTT
75 E. Wacker Drive, Chicago 1
Tel.: Dearborn 1815
Radio Dept.: Alan Fishburn, radio & television director; Walter Schwimmer, R. J. Scott, Karl Kraatz, Cecil Widdifield, account executives.

ROBERT H. SCOTT ADV.
1025 First Nat'l. Bank Bldg., Atlanta 3, Ga.
Tel.: Main 1062
Radio Dept.: Robert H. Scott, K. M. McCain.
Radio Accounts: First Nat'l. Bank; Southern Bell Telephone & Telegraph Co.; Robert & Co. Inc.

WALTER SCOTT ADV. AGENCY
299 Madison Ave., New York 17
Tel.: Murray Hill 2-6653
Radio Dept.: L. Maris, radio director & timebuyer.

SEBERHAGEN INC.
1601 Chestnut St., Philadelphia 44
Tel.: Rittenhouse 1776
Radio Accounts: Wm. Gretz Brewing Co.; Jacob Reed's Sons; N. Snellenburg & Co.

RUSSEL M. SEEDS CO.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 1045
Radio Dept.: Jack Simpson, radio director; Freeman Keyes, president and account executive; George Bayard, vice-president and account executive.
Indianapolis—Lempke Bldg. Tel.: Market 1395. Paul Richey, vice-president.
Hollywood 28—Taft Bldg. Tel.: Granite 4185. Eleanor Brockhoff, manager.
Radio Accounts: Brown & Williamson Tobacco Corp.; W. A. Shaeffer Pen Co.; Grove Laboratories Inc.; Pinex Co.

THEO. H. SEGALL ADV. AGENCY
544 Market St., San Francisco
Tel.: Sutter 6557
Radio Dept.: Theo. H. Segall.
Radio Accounts: Milen's Jewelry; Fred Benioff.

ROSCOE W. SEGAR ADV.
2125 N.E. 48th St., Portland 13, Ore.
Tel.: Trinity 3445
Radio Dept.: R. W. Segar, radio director; D. Segar, D. Johanson, asst.

WM. G. SEIDENBAUM ADV. AGENCY
9 E. 40th St., New York 16
Tel.: Ashland 4-3763
Radio Dept.: Stanley J. Carr, radio director, account executive.

SHAFFER, BRENNAN, MARGULIS ADV.
4 N. 8th St., St. Louis 1
Tel.: Main 2579
Radio Dept.: S. I. Rosenfeld, account executive; R. E. Hartnagel, copywriter; Thos. D. Shaffer, Sam B. Margulis, account executives.
Radio Accounts: American Poultry Journal; American Studios; Bradley Bros. Nurseries; Carter's Chickery; Paramount Hosiery; Smith Mother Nature Brooder Co.; Sunshine Hatcheries; Western Stationery Co.

SHAPPE-WILKES INC.
215 Fourth Ave., New York 2
Tel.: Grammercy 5-5560
Radio Dept.: Louis Shappe, radio director; Milton Hermanson, Anne Lesser, script writers.

SHARP ADV. AGENCY
4th & Pike Bldg., Seattle 1
Tel.: Main 6286
Radio Dept.: Charles R. Sharp, V. Drucilla Sharp.

SHAW CO.
816 W. Fifth St., Los Angeles 13
Tel.: Mutual 5161
Radio Dept.: John B. Shaw, owner & radio director; Martin R. Klitten and Lionel Ormsley, account executives.
Radio Accounts: Pacific Division of Bendix Aviation Corp., N. Hollywood, Cal.

K. E. SHEPARD ADV. AGENCY
105 S. La Salle St., Chicago 11
Tel.: Del. 6695
Radio Dept.: K. E. Shepard.

SHERMAN & MARQUETTE INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 8000
Radio Dept.: Stuart Sherman, Bill Stern, Arthur F. Marquette, Larry Wherry, W. J. Yost, account executives; Caroline Bonnesen, timebuyer.
New York 20—10 Rockefeller Plaza. Tel.: Circle 6-1550. Carleton W. Alsop, radio director; Kelso Taeger, timebuyer.
Radio Accounts: Colgate-Pa.molive-Peet Co.; Quaker Oats Co.; Sterling Drug Inc.; W. B. Caldwell Division.

(*Continued on page 218*)

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STANDARD
IS FIRST CHOICE

Among the Radio Stations and Radio Station Representatives having directory service a majority use the Standard Advertising Register service.

In these days of rapid-fire shifts, radio station and network sales executives, as well as their national representatives, depend on "STANDARD" to keep them abreast of the many changes taking place today. They know that "STANDARD" is the source to which they can go for accurate and complete information on over 11,000 national and sectional advertisers. It gives the complete picture on each advertiser, the executive personnel, including the advertising manager, sales manager, promotion manager, the division managers and the agency or agencies placing the account. Also the territory in which the advertiser has distribution and the types of media used.

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* * * * *

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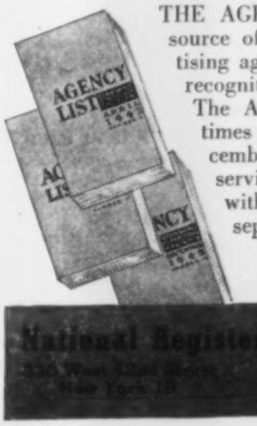

National Register Publishing Co., Inc.
330 West 42nd Street
New York 18
333 N. Michigan Avenue
[illegible]

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(*Continued from page 217*)

SHORLANE-BENET CO.
229 W. 42nd St., New York 18
Tel.: Longacre 3-2708

Radio Dept.: A. H. Lange, treasurer, radio director & timebuyer.

Radio Accounts: Brandt's Globe Theatre; Brandt's Gotham Theatre.

SHORT & BAUM ADV.
718 W. Burnside St., Portland 9
Tel.: Beacon 5153

Radio Dept.: Hal E. Short, Charles L. Baum, account executives.

ALFRED J. SILBERSTEIN, BERT GOLDSMITH Inc.
9 E. 40th St., New York 16
Tel.: Murray Hill 3-6232

Radio Dept.: B. B. Young, radio director & timebuyer; Bert Goldsmith Jr., Herbert Steiner, account executives.

Radio Accounts: Botany Worsted Mills; West Disinfecting Co.

SMALL & SEIFFER INC.
24 W. 40th St., New York 18
Tel.: Wisconsin 7-8765

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 6625

Radio Dept.: B. R. Solomon, account executive.

SILVERMAN ADV. CO.
400 N. Michigan, Chicago 1
Tel.: Superior 1040

Radio Dept.: Art Linick, radio director; M. B. Silverman.

Radio Account: Globe Repair Service.

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Central 1166

Radio Dept.: Lee Hammett, radio director; Lee Perlot, timebuyer; Phil W. Tobias, account executive.

Radio Accounts: Dr. L. D. LeGear Medicine Co.; Spear Mills; American Poultry Journal; Omar Inc.; H. Wenzel Tent & Duck; Schreiber Milling & Grain Co.; Burrus Feed Mills; Chic-O-Line Feed Mills.

SIMONS-MICHELSON CO.
Washington Blvd. Bldg., Detroit 26
Tel.: Cherry 3000

Radio Dept.: Marie Margaret Winthrop, radio director; Margaret Mikjian, Mary Schraa, assts; L. J. Michelson, Leon Wayburn, account executives.

SMALL & SEIFFER INC.
24 W. 40th St., New York 18
Tel.: Wisconsin 7-8765

Radio Dept.: Joya Krakauer, timebuyer.

Radio Accounts: Carter Products (Arrid); Allcock Mfg. Co.

SMITH, BENSON & McCLURE INC.
8 S. Michigan Ave., Chicago 3
Tel.: State 1931

Radio Dept.: W. F. McClure, radio contact.

Radio Accounts: Fehr Beer Co.; Bills Realty Co.; Carson, Pirie, Scott & Co.

SMITH & BULL ADV.
6642 Sunset Blvd,, Hollywood 28
Tel.: Hemstead 5671

Radio Dept.: Frank Bull, V. R. Smith, partners; Haan J. Tyler, commercial manager; Mel Roach, production manager; Ira Cook, Norman Rogers, account executives; Jack Lawson, publicity; Georgina Small, script.

Washington 5, D. C.—Southern Bldg. **Tel.:** National 0895.

Radio Accounts: Seaboard Finance Co.; Marshall & Clampett; Bible Institute of Los Angeles; Washington Motors; Beneficial Casualty Insurance; J. E. Coberly Inc.

SMITH & DRUM INC.
650 S. Grand Ave., Los Angeles 14
Tel.: Trinity 3454

Radio Dept.: H. C. Drum, co-owner & account executive.

Radio Account: General Petroleum Corp.

SMITH, TAYLOR & JENKINS
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 9312

Radio Dept.: Ronald P. Taylor, vice-president; Thos. J. MacWilliams, radio & television director; Grace Karchella; Vaughn R. King, Ronald P. Taylor, E. H. Blichfeldt, Lambert Smith, account executives.

Radio Accounts: Tech Borden Food Products; Spear & Co.; Pittsburgh Provision & Packing Co.; Dad's Root Beer Co.; Ft. Pitt Bedding Co.; Dr. Ellis Co.; Pittsburgh Brewing Co.

SORENSEN & CO.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 5030

Radio Dept.: Muriel Wageman, radio director.

Radio Accounts: Bowey's Inc.; F. H. Pfunder Co.; Sunway Vitamin Co.; Sunday Fruit Products Co.

W. A. SOUDERS & ASSOC.
735 Bryden Rd., Columbus 5, O.
Tel. Evergreen 5548

Radio Dept.: S. T. Souders, vice-president & account executive.

Radio Accounts: R. Wilke Meat Markets.

C. JERRY SPAULDING INC.
201 Commercial St., Worcester 8, Mass.
Tel.: 3-4789

Radio Dept.: C. Jerry Spaulding, president.

FRANKLIN SPIER INC.
40 E. 49th St., New York 17
Tel.: Plaza 8-1751

SPITZ & WEBB
LaFayette Bldg., Syracuse 2
Tel.: 4-6868

Radio Dept.: Stephen M. Webb, radio director & account executive.

Radio Accounts: C. E. Chappell & Sons; A. E. Nettleton Co.; Best Ice Cream Co.; People's Ice Co.

SPOT BROADCASTING INC.
303 W. 42nd St., New York
Tel.: Circle 6-9375

Radio Dept.: Helen A. Thomas, radio director & timebuyer.

Radio Accounts: Fulford Company; Foster Milburn Company; Allen Olmsted Company; United Sales and Manufacturing Company; Fougera and Company; Dill Company.

W. E. SPROAT & CO.
664 N. Michigan, Chicago 11
Tel.: Superior 4845

Radio Dept.: Edmond Sheehan, account executive; Harry Eldred

CHAS. N. STAHL ADV.
542 S. Broadway, Los Angeles 13
Tel.: Madison 7844

Radio Dept.: Charles N. Stahl, owner & radio director; Kay Huldermann, timebuyer; June Fulton, radio copy writer; John J. Casey, account executive.

Radio Accounts: Dr. Robert Beauchampt; Dr. A. Reed Arch Shoe Co.; Yorktown Shirt Shops; Gorton's Children's Shops; Western Toy & Baby Shops; Green's Children's Shoe Stores; Play Togs Co.

BARTON A. STEBBINS ADV. AGENCY
811 W. 7th St., Los Angeles 14
Tel.: Trinity 8821.

Radio Dept.: Barton A. Stebbins, owner; Arthur W. Gudelman, timebuyer; Leigh Crosby, radio director & producer.

Radio Accounts: Signal Oil Co.;Ryan Aeronautical Co.; E. F. Hutton & Co.; B. O. Anderson Co.; The Knox Co.

STERLING ADV. AGENCY
70 W 40th St., New York 18
Tel.: Longacre 5-4610

Radio Dept.: Berne W. Wilkins, radio & television director.

J. L. STEWART AGENCY
664 N. Michigan Ave., Chicago 11
Tel.: Superior 6183

Radio Dept.: J. L. Stewart.

Radio Accounts: Duchess D'Andre; Federal Life & Casualty; United Insurance Co. Independence Insurance Co.

Television Accounts: Worsted Mills; Gotham Hosiery Co.

LOU STERLING & ASSOCIATES
P. O. Box 410, N. Hollywood
Tel.: Sunset 2-3877

Radio Dept.: Lou Sterling, owner & radio director.

STERNFIELD-GODLEY INC.
280 Broadway, New York 7
Tel.: Barclay 7-3030

Radio Dept.: Samuel I. Godley, president & radio director.

Radio Accounts: Purepac Corporation; H. H. Butler Stores; Fada Radio and Electric Co.

FRED D. STEVENS CO.
14 Dereux St., Utica 2, N. Y.
Tel.: 4-9339

Radio Dept.: Fred D. Stevens, radio director.

JEWELL F. STEVENS CO.
25 E. Jackson Blvd., Chicago 4
Tel.: Wabash 1441

Radio Dept.: J. F. Stevens.

Radio Accounts: United States Savings & Loan League; McBirnie Publications.

STOCKTON, WEST, BURKHART
First Nat'l. Bank Bldg., Cincinnati 2
Tel.: Main 3209

Radio Dept.: Ronald S. West, vice-president, charge of radio and creative production; Joseph Nelson, Edward P. Broome, Chas. H. Butler, account executives.

Radio Accounts: Clyffside Brewing Co.; Cincinnati Gas & Electric Co.; Ohio Oil Co.; Central Soya Co.; McMillan Feed Co.; U. S. Shoe Corp.; Estate Stove Co.

RAYMOND SPECTOR CO.
595 Madison Ave., New York 17
Tel.: Eldorado 5-1270

Radio Dept.: Hal Winter,, timebuyer; Edna Zimmerman, traffic and talent buyer; Sidney Abelson, continuity director; Raymond Spector, account executive.

Radio Accounts: MacFadden Publications Inc.; Rum & Maple Tobacco Co.; Nutrex Co.; Sers-tan Co.

FRANKLIN SPIER INC.
40 E. 49th St., New York 17
Tel.: Plaza 8-1751

Radio Dept.: Ruth Low, timebuyer; Franklin Spier, Russell D. Hamilton, Mary J. Shipley, account executives.

CHARLES M. STORM CO.
50 E. 42nd St., New York 17
Tel.: Murray Hill 6-2820

Radio Dept.: Raymond E. Nelson, vice-president & radio director; Arthur Klein, assistant timebuyer; Raymond E. Nelson, television director.

Radio Accounts: Park & Tilford (Perfumes & Cosmetics); The Tintex Company.

STRANG & PROSSER
Smith Tower, Seattle 4
Tel.: Elliott 1322

Radio Dept.: Dorothy Broyles, radio director; Joseph Maguire, timebuyer; Helen McHugh, asst. radio director; Arthur Lomax, W. T. Prosser, account executives.

Radio Accounts: National Fruit Canning Co.; Puget Sound Power & Light Co.; Schwabacher Bros. & Co.; Washelli & Evergreen Memorial Park.

STRAUCHEN & McKIM
6 E. Fourth St., Cincinnati
Tel.: Main 1618

Radio Dept.: A. Heiskell, radio director; M. Milligan, asst.; E. R. Strauchen, G. F. McKim, account executives.

Radio Accounts: George Weidemann Brewing Co.; L. R. Nunn Motors; Titus & Martin Co.; Steinberg Clothing Co.; Newstedt Jewelry Co.; Carroll Jewelers.

STREET & FINNEY INC.
330 W. 42nd St., New York 18
Tel.: Bryant 9-2400

Radio Dept.: Howard Miller, radio director; Warren Faxon, John T. Kelly Jr.; Robert Finney, account executives.

Radio Accounts: Espotabs; Dil-Kil Insecticides; Doan's Pills; Ice Mint; Allen's Foot Ease; Ramsdell's Sulphur Cream; Ebling's Beer; Baby's Own Tablets; Dr. William's Pink Pills.

CHARLES R. STUART ADV.
625 Market St., San Francisco 5
Tel.: Douglas 2438

Radio Dept.: Chas Johnson.

Radio Accounts: Bank of America.

CULBRETH SUDLER CO.
412 W. Sixth St., Los Angeles 14
Tel.: Trinity 0709

Radio Dept.: Wade Lane, account executive.

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Miami's Magic Sun

James M. LeGate, General Manager

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
5,000 WATTS ★ 610 KC ★ NBC

DANIEL F. SULLIVAN CO.
Statler Bldg., Boston 16
Tel.: Hancock 7644

Radio Dept.: E. Whitney Tarr, radio director; William and Robert Sullivan, account executives.

Radio Accounts: Nu-Enamel Co.; Suzanne Processed Oil Co.; Wonderland Dogtrack; Lincoln Upholstery.

G. LYNN SUMNER CO.
444 Madison Ave., New York 22
Tel.: Plaza 3-8730

Radio Dept.: G. Lynn Sumner, pres., treas. & account executive; E. R. Wood, asst. treas., radio director & timebuyer.

WALTER M. SWERTFAGER CO.
40 E. 49th St., New York 17
Tel.: Plaza 3-9810

Radio Dept.: David Lyons, radio director; Helen M. Black, timebuyer; Walter M. Swertfager, account executive.

Radio Accounts: Seydel Chemical Co.

T

J. D. TARCHER & CO.
630 Fifth Ave., New York 20
Tel.: Circle 6-2626

Radio Dept.: Wm. E. Larcombe, radio director; Ninnette Joseph, timebuyer.

Radio Accounts: Benrus Watch Co.; McKesson & Robbins, Inc.; Seeman Bros., Inc.; Smith Bros., Inc.

SAMUEL TAUBMAN & CO.
Lewis Tower, Philadelphia
Tel.: Pennypacker 4828

Radio Dept.: Samuel Taubman, radio director.'

HENRY H. TEPLITZ
540 N. Michigan Ave., Chicago 11
Tel.: Delaware 4440

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

Radio Dept.: Thomas Weatherley, television director; John U. Reber, Robert T. Colwell, A. K. Spencer, Linnea Nelson.

Chicago 11—410 N. Michigan Ave. Tel.: Superior 0303. Tyler Davis, George Pearson, Margaret Wylie.

Detroit 26—909 Lafayette Bldg. Tel.: Cadillac 5273. Harry Mitchell.

Hollywood 28—1549 N. Vine St. Tel.: Hillside 7241. Norman Blackburn, Carroll Carroll.

Los Angeles 14—621 S. Hope St. Tel.: Trinity 2591. Norton W. Mogge.

San Francisco 4—Shell Bldg. Tel.: Garfield 3510. Lowell Mainland.

Radio Accounts: P. Ballantine & Sons; Elgin Watch Co.; Ford Motor Co.; General Cigar Co.; Johns-Manville Corp.; Kraft Cheese Co.; Lever Bros. Co.; Libby, McNeill & Libby; Owens-Illinois Glass Co.; Parker Pen Co.; RCA-Victor Division; Standard Brands Inc.; Swift & Co.; J. B. Williams Co.; William Wrigley, Jr. Co.

ALFRED F. TOKAR
17 Academy St., Newark 2
Tel.: Mitchell 2-2561

Radio Dept.: A. F. Tokar, supervisor; Grace Tokar, writer and research; Alfred Tokar, account executive.

NORMAN W. TOLLE & ASSOC.
631 3rd Ave., San Diego 1
Tel.: Franklin 6606

Radio Dept.: Norman W. Tolle, production director; E. R. Leifeste, copy writer; Muriel Tolle, account executive.

Radio Accounts: Hage's Ltd.; Whiting Mead Co.; Home Planners' Institute; R. Victor Venberg Co.

ARTHUR TOWELL INC.
119 Monona Ave., Madison 3, Wisc.
Tel.: Fairchild 870

Radio Dept.: Keith McCutcheon, radio manager.

TRACY, KENT & CO.
515 Madison Ave., New York 22
Tel.: Eldorado 5-4404

Radio Dept.: Wm. Irwin Tracy, A. Walsh, Frank S. Kent, J. Donovan, account executives.

TRACY-LOCKE CO.
1307 Pacific Ave., Dallas 1
Tel.: Riverside 8655

Radio Dept.: Raymond P. Locke, president & radio director; Monty Mann, vice-president & account executive; Jerry W. Moffett, vice-president & account executive; Ernest Lovan, Wanda Jarrott, executive executives.

Radio Accounts: Dr. Pepper Co.; Mrs. Baird's Bread; Republic National Bank; Byer-Rolnick Co.; Texas Textile Mills; Morten Milling Co.; The Borden Co.; Imperial Sugar Co.

TRIANGLE ADV. AGENCY
201 N. Wells St., Chicago 6
Tel.: Randolph 5044

Radio Dept.: Bruce Cowan, timebuyer; Marion Mills.

Radio Accounts: American Crayon Co.; Lubri-Gas Labs.; Jacques Seed Co.; Lowe Seed Co.; Moews Seed Co.

TURNER ADV. AGENCY
520 N. Michigan Ave., Chicago 11
Tel.: Superior 2161

Radio Dept.: John K. Turner, account executive.

U

ROLAND G. E. ULLMAN
1520 Locust St., Philadelphia
Tel.: Pennypacker 4522

Radio Dept.: Nan Collins, radio director.

UNITED BROADCASTING CO.
201 N. Wells St., Chicago
Tel.: Andover 1685

Radio Dept.: Egmont Sonderlinz.

Radio Accounts: Quaker Stretcher Co.; Universal Motors; Great Northern Co.; Eversharp Co.; Benson Rixon.

UNITED STATES ADV. CORP.
612 N. Michigan Ave., Chicago 11
Tel.: Delaware 4466

Radio Dept.: A. J. Engelhardt.

Radio Accounts: Wilson & Co. Inc.; Wilson Sporting Goods.

V

VAN AUKEN-RAGLAND INC.
326 W. Madison St., Chicago 6
Tel.: Franklin 2910

Radio Dept.: B. F. Stevens Kenneth L. Van Auken.

Radio Account: Safety & Tivili Laundry.

THE VANDEN CO.
620 N. Michigan Ave., Chicago 11
Tel.: Superior 9608

Radio Dept.: G. W. Vanden.

VAN DOLEN, GIVAUDAN & MASSECK
341 Madison Ave., New York 17
Tel.: Murray Hill 6-8858

Radio Dept.: H. C. Rossi, Maxine Copelan, timebuyer & account executives.

Radio Accounts: Roman Macaroni Co.; Bonoil Packing Corp.; Veg Packing Corp.

VANGUARD ADV.
15 E. 40th St., New York 16
Tel.: Murray Hill 5-4686

Radio Dept.: J. M. Russakoff, owner, radio director & timebuyer.

Radio Accounts: Hollywood Polish Co.

VAN HECKER INC.
664 N. Michigan Ave., Chicago 11
Tel.: Delaware 3122

Radio Dept.: C. E. Van Hecker, account executive.

Radio Account: Local Loan Co.

RUSSELL H. VAN TINE
112 S. 16th St., Philadelphia 2
Tel.: Rittenhouse 2142

Radio Dept.: Russell H. Van Tine, radio director.

VENABLE-BROWN CO.
211 E. 4th St., Cincinnati 2
Tel.: Parkway 6078

Radio Dept.: Dolores Mescher, treasurer; Bruce W. Brown, president; Bryant Venable, account executive.

Radio Accounts: Beau Brummell Ties Inc.; Covington Cincinnati Bridge Co.

VERNICK ADV. AGENCY
1524 Chestnut St., Philadelphia
Tel.: Rittenhouse 2622

Radio Dept.: Murray Vernick, radio director.

CARLO VINTI ADV.
431 Fifth Ave., New York 16
Tel.: Lexington 2-9477

Radio Dept.: Carlo Vinti, radio director & timebuyer.

Radio Accounts: Buitoni Products Co., Inc.; Roma Wine Co.; Progresso Food Products Co.

IRWIN VLADIMIR & CO. INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 5-0750

Radio Dept:: Thomas M. Quinn, exec. vice-pres:

Chicago 2—1 N. La Salle St. Tel.: Andover 5053. Joseph A Jones, manager.

W. L. VOMACK INC.
420 Madison Ave., New York 17
Tel.: Eldorado 5-4874

Radio Dept.: Robert B. Vallon, account executive.

Radio Accounts: Style Service; N. Y. Skin Laboratory; Gold Medal Co.

W

WILLIAM von ZEHLE & CO.
28 W. 44th St., New York 18
Tel.: Bryant 9-4750

Radio Dept.: W. von Zehle, radio director; Kay Meyerson, timebuyer; C. E. Reid, account executive.

Radio Accounts: Charm Candy; Tastyeast; Home Altar Shrine.

WADE ADV. AGENCY
208 N. Washington St., Chicago 6
Tel.: State 7369

Radio Dept.: P. C. Lund, radio director; L. W. Davidson, Booth Lack, E. H. Freckman, producers; L. J. Nelson, timebuyer; W. B. Condon, asst. timebuyer.

Los Angeles 13—411 W. 5th St. Tel. Michigan 8608. Robert E. Dwyer, manager.

Radio Accounts: Jelsert Co.; Miles Labs; Murphy Products Co.; Morris B. Sachs; Wait-Cahill Co.

LOUIS E. WADE INC.
Paramount Bldg., Ft. Wayne 2, Ind.
Tel.: Anthony 6282

Radio Dept.: Louis E. Wade, M. E. Maxwell, account executives.

Radio Accounts: Allied Mills. Inc.; Sigrist Furniture Co.

WADSWORTH & WALKER INC.
369 Lexington Ave., New York 17
Tel.: Caledonia 5-6100

Radio Dept.: Ralph K. Wadsworth, president, radio director & timebuyer.

CARL C. WAKEFIELD ADV. AGENCY
Kohl Bldg., San Francisco 4
Tel.: Douglas 5407

Radio Dept.: Carl Wakefield.

Radio Accounts: Western Pacific Railroad; Allied Hotel Assn.; San Francisco Bank.

WALKER ADV. AGENCY
544 Market St., San Francisco 4
Tel.: Sutter 8383

WALKER SAUSSY ADVERTISING
318 Carondelet St., New Orleans 12
Tel.: Magnolia 3218

Radio Dept.: Walker Saussy, Wm. S. Pleasants, Kenneth B. Thompson, Jacob J. Wolf Jr., account executives.

WALLACE-FERRY-HANLY CO.
430 N. Michigan Ave., Chicago 11
Tel.: Superior 4462

Radio Dept.: Otis Beeman, L. T. Wallace, account executives; Blanche Slivka, timebuyer.

Radio Account: Campana Sales Corp.

DUANE WANAMAKER ADV.
540 N. Michigan Ave., Chicago 11
Tel.: Superior 1136

Radio Dept.: Duane Wanamaker..

Radio Account: Universal Foods Co.

WANK & WANK
580 Market St., San Francisco 4
Tel.: Garfield 2921

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 6-8585

Radio Dept.: Tevis Huhn, radio director.

Hollywood 28—6331 Hollywood Blvd. Tel.: Hempstead 8163.

Radio Accounts: Larus & Bro. Co. (Edgeworth Tobacco, Chelsea Cigarettes); Geo. W. Luft Co.; Pabst Sales Co.; Sherwin-Williams Co.

WATSON & CO.
Lewis Tower, Philadelphia
Tel.: Kingsley 1357

Radio Dept.: Henry D. Watson, radio director.

NORMAN D. WATERS & ASSOC.
1140 Broadway, New York 1
Tel.: Caledonia 5-7430

Radio Dept.: Norma Brent, radio director; Norman D. Waters, television director; Charles Whitebrook, account executive.

Television Accounts: Industrial Undergarment Corp.; Huffman Full Fashioned Mills; Air-O-Magic Shoes; Augusta Knitting Corp.; Herbert Fabrics.

TUCKER WAYNE & CO.
Ten Pryor St. Bldg., Atlanta
Tel.: Walnut 6701

Radio Dept.: D. D. Connah, radio director; C. C. Fuller, timebuyer.

(Continued on page 220)

45 Years Publishing

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There are approximately 13,000 complete business data items in the McKITTRICK DIRECTORY OF ADVERTISERS — Geographical Section and Classified Section respectively. Items that yield all the essential FACTS about National Advertisers — their Products, Trade Names, Executive Personnel, Appropriations, Media, When Lists are made up, Distribution, etc.

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108 Fulton Street
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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

(Continued from page 219)

LUTHER WEAVER & ASSOC.
200 Globe Bldg., St. Paul 1
Tel.: Cedar 3777

Radio Dept.: Luther Weaver, timebuyer.

Radio Accounts: Minn. Federal Savings & Loan Ass'n.; Weyand Furniture Co.; Twin City Wholesale Grocer Co.; F. C. Hayer Co.; Marshall Co.

CHARLES A. WEEKS CO. INC.
122 E. 42nd St., New York 17
Tel.: Lexington 2-2408

Radio Dept.: Charles A. Weeks, president & radio director.

ARMAND S. WEILL CO.
170 Franklin, Buffalo 2
Tel.: Washington 6250

Radio Dept.: Robert K. Weill, radio director.

MILTON WEINBERG ADV. CO.
325 W. 8th St., Los Angeles 14
Tel.: Tucker 4111

Radio Dept.: William H. Krauch, radio director; Ernestine Cousino, timebuyer; Bernard Weinberg, owner & account executive.

Radio Accounts: Pep Boys of California; May Co.; L. Price & Co; Mike Lyman Grills; Betty Co-Ed of Hollywood; Hamilton Diamond Co.

WILLIAM H. WEINTRAUB & CO.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4282

Radio Dept.: William Gallow, media director, timebuyer; Harry Trenner, business manager & television director; Theo Gannon, production manager; John D. Scheuer, account executive.

Hollywood 4—8553 Sunset Blvd. Tel.: Crestview 6-6121. Burt Prager.

Radio Accounts: Anchor Hocking Glass Corp.; Helbros Watch Co.; Seeman Bros. (Air-Wick); Miss Swank (slips).

WEISS & GELLER INC.
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 1124

Radio Dept.: Alvin D. Reiwitch, radio director; Mrs. Helena Clayton, timebuyer.

Radio Accounts: Steinway Drug Co.

MARION E. WELBORN & ASSOC.
610 S. Broadway, Los Angeles 14
Tel.: Vandike 1812

Radio Dept.: Marion E. Welborn, manager.

Radio Accounts: Harry P. Ritchie Co.

WELLMAN ADV. AGENCY
Natl. Bank Bldg., Philadelphia 7
Tel.: Rittenhouse 3556

Radio Dept.: F. A. Wellman, timebuyer; Judy Powell, dramatics; Frank Kessler, account executive.
Trenton 8, N. J.—Mechanics Nat'l. Bank Bldg. Tel. 8018.

WERTHEIM ADV. ASSOC.
11 W. 42nd St., New York 18
Tel.: Wisconsin 7-5978

Radio Dept.: Edward L. Wertheim, owner & radio director.

Radio Accounts: American Bible Society; Bucknell University; American Mission to Lepers; Brooklyn Church & Mission Federation; Greater New York Federation of Churches.

WESLEY ASSOC.
347 Madison Ave., New York 17
Tel.: Murray Hill 7-7077

Radio Dept.: H. Weiner, timebuyer.

BRONSON WEST ADV.
500 Robert St., St. Paul 1
Tel.: Garfield 4422

Radio Dept.: Thompson Cathcart, Gayle Miesen.

WESTERN ADV. AGENCY
718 S. Flower St., Los Angeles 14
Tel.: Michigan 8731

Radio Dept.: Wallace B. Ramsey, radio director; Ruth Fredericks, timebuyer; Edward E. Keeler, general manager; Keith Evans, account executive.

Radio Accounts: 20th Century-Fox Studios; Fox-West Coast Theatres; Ontra Cafeterias; Foreman-Fox Jewelers; May Diamond Co.

WESTHEIMER & CO.
315 N. 7th St., St. Louis 1
Tel.: Garfield 4080
Radio Dept.: R. L. Mahon, copy chief; Barbara Block, copywriter; William M. Wilder, Louis E. Westheimer, account executives; W. H. Muffgardt, television director and account executive.
Radio Accounts: Centlivre Brewing Corp; White Seal Brewery; International Shoe Co.
Television Accounts: Winthrop Shoe Co.; Queen Quality Shoe; Universal Match Co.

WEST-MARQUIS & CURTISS
Rialto Bldg., San Francisco
Tel.: Garfield 1716
Radio Dept.: Mr. G. Bussi.
Radio Accounts: Western Air Lines; Josha Hendy Iron Wks.

TOM WESTWOOD ADV.
416 W. 8th St., Los Angeles 14
Tel.: Trinity 8496
Radio Dept.: Tom Westwood, radio director; Leona Brandes, asst.; Dr. A. U. Michelson, Walter B. Murray, Albert Salter, account executives.
Radio Accounts: Hebrew-Christian Hour; Swedenborg Hour; Challenge to Youth.

WARD WHEELOCK CO.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 7500
Radio Dept.: E. J. Cogan, radio director (Philadelphia); Richard Marvin, radio director (New York).
Radio Account: Campbell Soup Co.

WILDRICK & MILLER INC.
630 Fifth Ave., New York 20
Tel.: Circle 6-2170
Radio Dept.: M. Louise Luckenbill, radio director & timebuyer.
Radio Accounts: Standard Brands, Inc. (Yeast for animals).

WALTER W. WILEY ADV. INC.
8 W. 40th St., New York 18
Tel.: Bryant 9-5254
Radio Dept.: Walter W. Wiley, radio director; Dorothy F. Wiley, timebuyer; Arthur McArthur, radio executive.

WILLIAMS ADV. AGENCY
47 E. 34th St., New York 16
Tel.: Murray Hill 3-8592
Radio Dept.: Rose Barkan, radio director; Ray Austrian, Wm. Shields, account executives.
Radio Accounts: Vogue Foundation, Inc.; Schilling Sales Co.

WILLIAMS & SAYLOR INC.
271 Madison Ave., New York 16
Tel.: Lexington 2-3493

Radio Dept.: Mrs. I. Randall, timebuyer.

JOSEPH A. WILNER CO.
2 W. Fayette St., Baltimore 1
Tel.: Plaza 2156
Radio Dept.: S. French, manager.

WILSON & HAIGHT INC.
410 Asylum St., Hartford 3, Conn.
Tel.: 2-3208
Radio Dept.: Naomi Hanna, radio director; Ronald W. Donahue, Jesse J. Haight, Jarvis W. Mason, Howard C. Wilson, account executives.

WILTMAN & PRATT INC.
223 Fourth Ave., Pittsburgh 22
Tel.: Atlantic 1892
Radio Dept.: Russel Pratt, radio director; Collette Riley, R. J. Swenson, assts.
Radio Accounts: Breakfast Cheer Coffee; Hutchinson Co.; Latrobe Brewing Co.; National Record Marts; Oswald & Hess Co.; Red Rock Cola; Standard Floor Co.; United Steelworkers of America.

PAUL WINANS ADV.
510 S. Spring St., Los Angeles 13
Tel.: Michigan 3884

Radio Dept.: Paul Winans, owner & account executive; Arthur C. Richards, radio director & account executive.
Radio Accounts: Inglewood Park Cemetery Assoc.; Slavik Jewelry Co.; Los Angeles Furniture Co.; Riviera Co.; Feltman & Curme Shoe Store Co.

FRED WITTNER ADV.
2 W. 45th St., New York 19
Tel.: Vanderbilt 6-0560

Radio Dept.: Mark Leblang, general manager.

RALPH L. WOLFE & ASSOC.
76 Adams Ave. W., Detroit 26
Tel.: Cadillac 1865
Radio Dept.: C. M. Jickling, radio director; R. L. Wolfe, R. E. Mulvogue, account executives.
Radio Accounts: Detroit & Cleveland Navigation Co.; J. L. Hudson Co.

ALBERT WOODLEY CO.
500 Fifth Ave., New York 8
Tel.: Wisconsin 7-0380
Radio Dept.: Albert Woodley, radio director; Edith M. Knoth, timebuyer; Louis De Garmo, account executive.
Radio Account: Andrea Radio & Television Co.

WORLD WIDE ADV. CORP.
11 W. 42nd St., New York 18
Tel.: Longacre 5-4500

Radio Dept.: E. M. Scholz, radio director; Amy Brunn, Bryce Oliver, account executives.

Radio Accounts: Fifth Ave. Coach Co.; National Transportation Co.; Parmalee System.

WORTMAN, BARTON & GOOLD INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-2757

Radio Dept.: E. B. M. Wortman, president, radio director & timebuyer.

Radio Accounts: National Paper Products Co.

Y

CHARLES E. YOST ADV.
Keystone Bldg., Pittsburgh 22
Tel.: Atlantic 5845

Radio Dept.: Robert Anderson, H. F. Hufnagle, account executives.

ROBERT B. YOUNG ADV. AGENCY
625 Market St., San Francisco
Tel.: Sutter 5411

Radio Dept.: Robt. A. Young; Mr. T. A. White.

Radio Account: Sierra Candy Co., Inc.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Ashland 4-8400

Radio Dept.: Gordon P. Cates, vice-pres. & mgr. radio dept.; Harry Ackerman, vice-pres. & head of program operations; **Carlos Franco**, assoc. director charge of station relations; Joseph Moran, assoc. director, head of talent dept.; Frederick A. Zaghi, bus. mgr.; John Swayze, mgr. commercial dept.; Carol Irwin, mgr. daytime radio; Alexander Stronach, talent supervisor; Joseph Hill, radio story editor; Edwin Duerr, production supervisor; Wm. Forbes, head television; John Southwell, television director; Lester Gottlieb, head, radio publicity; John Barry, head, motion picture dept.; Pyren Smith, asst. head motion pictures; Kay Brown, Carolyn Turner, Angus MacKintosh, timebuyers.
Account Executives: Henry Sparks, H. Carpenter, Donald Payne, Louis Weil, Robert Owens, Harry Harding, Edward Grimm, William Chesley, Thomas Burch, Edward Grimm, Donald O'Brien, Kenneth Jones, Brooks Emory, George Davis, Paul Richardson, Courtney Moon, C. Husting, Stuart V. Dawson, Arthur Sherrill, Ralph Reese, James Webb, L. Rowell, Frank Fagan, Joseph Holmes, Mark Wiseman.
Chicago 1—333 N. Michigan Ave. Tel.: 9390. John F. Whedon, vice-pres., manager.
Detroit 2—7430 Second Blvd. Tel.: Madison 4300. George W. Davis, vice-pres., manager.
Hollywood 28—6253 Hollywood Blvd. Tel.: Hollywood 2734. Glenhall Taylor, head of office, Bruce Ells, bus. manager; Bob Hussey, supervisor of talent.
San Francisco 4—Russ Bldg., 235 Montgomery St. Tel.: Exbrook 4126. Howard E. Williams, manager.
Montreal—1120 University Tower, 660 St. Catherine St. W., Centre No. 2. Tel.: Plateau 4691. L. C. Arbuthnot.
Toronto—80 King St. W. Tel.: Elgin 5347. Stuart B. Smith, manager.

Radio Accounts: Borden Co.; Bristol-Myers Co. (Sal Hepatica, Minit Rub, Trushay Hand Lotion, Ipana); Celanese Corp.; Centaur Co. (Fletcher's Castoria, Molle Shaving Cream); Consolidated Vultee Aircraft Co.; Cummer Products Co. (Energine); Dunlop Milling Co.; Challenger Feeds; General Electric Co. (appliance & merchandise div.); General Foods Corp. (Birds Eye Frosted Foods, Calumet Baking Powder, Grape-Nuts, Jell-O, La France, Postum, Sanka Coffee, Satina, Swans Down Cake Flour); Goodyear Tire & Rubber Co.; Gulf Oil Corp.; Hyde Park Breweries Ass'n.; International Silver Co.; John F. Jelke Co.; Johnson & Johnson; Lever Bros. (Swan Soap); Life Savers Inc.; Lipton Co.; R. H. Macy & Co. Inc.; Packard Motor Car Co.; Petri Wine Co.; Pharma-Craft Corp.; Rath Packing Co.; Sperry Corp.; Time Inc.; Travelers Insurance Co.

Television Accounts: Sanforized Div. of Cluett, Peabody & Co. Inc.

Z

JULIUS F. ZEDERMAN
Hearst Bldg., San Francisco
Tel.: Exbrook 2957

Radio Dept.: Julius F. Zederman.

Radio Accounts: Bernstein's Fish Grotto; Thos. Brodie, Plumber; Palace Hardware Co.; Redlick's Furniture; Blum's Candy.

THE ZLOWE CO.
507 Fifth Ave.
New York 17
Tel.: Vanderbilt 6-4885
Radio Dept.: Florence M. Zlowe, radio director & timebuyer; Wm. A. Rothschild, account executive.
Radio Account: Wyler Watch Agency.

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Paul R. Fry
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DIRECTORY OF CANADIAN ADVERTISING AGENCIES

ARDIEL ADV. AGENCY LTD.
Continental Life Bldg., Toronto, Ont.
Tel.: Adelaide 4994
Radio Dept.: S. G. Gillespie, W. E. Edwards, R. M. Quarrie.
Toronto—371 Bay St. Tel. 4994. Clark Wright manager.
Oakville—Colbourne St. W. Tel.: 1016. W. A. Chant, manager.
Hamilton—37 James St. S. Tel.: 2-8524. S. P. Westaway, manager.

BENWELL ATKINS LTD.
413 Granville St., Vancouver, B. C.
Tel.: Pacific 3448

CANADIAN ADV. AGENCY LTD.
Sun Life Bldg., Montreal 2, Que.
Tel.: Plateau 8046
Radio Dept.: L. E. Schofield, O. Carignan.
Toronto—69 Yonge St. Tel.: Adelaide 3051. R. W. Ashcroft.
Radio Accounts: Gooderham & Worts Ltd.; Wartime Prices & Trade Board; Dept. of Finance; B. Houde-Grothe Ltd.; London House Products.

COCKFIELD, BROWN & CO. LTD.
Cathcart St., Montreal, Que.
Tel.: Harbour 4171
Radio Dept.: A. E. Ainger.
Toronto, Ont.—Metropolitan Bldg. Tel.: Elgin 9201. C. W. McQuillin, L. F. Chitty, Al Savage.
Vancouver, B. C.—Royal Bank Bldg. Tel.: Pacific 7557. David Catton.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 97-068. L. G. Holmes.
Radio Accounts: Kelley Douglas Ltd.; Kennedy Mfg. Co.; Bell Telephone Co. of Canada; Bovril (Canada) Ltd.; Elmhurst Dairy; Ex-Lax Ltd.; National Drug & Chemical Ltd.; Molson's Brewery Ltd.; Producers Dairy Ltd.; Christie, Brown & Co.; Willard's Chocolates, Ltd.; Laura Secord Candy Shops Ltd.; Canadian Shredded Wheat Co.; Shirriff's Ltd.; Maple Leaf Milling Co. Ltd.; Canadian Marconi Co. Ltd.; Campbell Soup Co. Ltd.; York Knitting Mills Ltd.; Cheeseborough Mfg. Co. Ltd.; Charles E. Hires Co. Ltd.; Acme Farmers Dairy Ltd.; Canada Packers Ltd.; Daggett & Ramsdell Ltd.; Miles Laboratories Ltd.; Pure Gold Mfg. Co. Ltd.; Glidden Co. Ltd.; McGavin Bakeries Ltd.; Westminster Canners; Northern Electric Co. Ltd.; Delnor Frosted Foods Ltd.; Garvin Ice & Fuel Co. Ltd.; J. Leckie Co. Ltd.; Nabob Food Products Ltd.; Hudson Bay Co.

COMMERCIAL BRDCTG. SERV. LTD.
45 Richmond St., W., Toronto, Ont.
Tel.: Elgin 2625
Radio Dept.: E. A. Byworth

A. J. DENNE & CO. LTD.
90 King St. W., Toronto, Ont.
Tel.: Elgin 3444
Radio Dept.: R. O. McKeown, vice-president in charge of radio; A. J. Denne, W. M. Findlay, E. R. White, account executives.
Radio Accounts: Nyal Co. Ltd.; Dodds Medicine Co. Ltd.; Mother Parker's Tea Co.; Wilson Ltd.; Hawes' Floor Wax; T. Eaton Co. Ltd; Mecca Ointment; Fertabs.

DESBARATS ADV. AGENCY
480 Lagauchetiere St. W., Montreal 1, Que.
Tele.: Pl 5025

DICKSON & EDINGTON LTD.
401 Bloor W., Toronto 5, Ont.
Tel.: Randolph 1488
Radio Dept.: Roy W. Dickson, production; A. Edington, accounts.
Radio Accounts: Shirriff's Ltd.; Nyal Co. of Canada; Lyons Tea & Coffee; Drug Commodities ltd.

FERRES ADV. SERVICE
16 James St. S., Hamilton, Ont.
Tel.: 7-3895
Radio Dept.: E. Ferris.
Radio Account: National Cellulose of Canada.

FINANCIAL ADV. CO. OF CANADA
474 St. Alexis St., Montreal, Que.
Tel.: La. 2136
Radio Dept.: Sam Ghent.

JAMES FISHER CO. LTD.
204 Richmond St., West, Toronto 1, Ont.
Tel.: Waverley 8091
Radio Dept.: A. L. Thompson.
Radio Accounts: Ontario Provincial Government; Beaver Products Co. Ltd.; Catelli Food Products Co. Ltd.; Canada Bread Co. Ltd.; McLarens Ltd.; R. Hudnut Ltd.; W. G. Patrick & Co. Ltd.

HARRY E. FOSTER AGENCIES LTD.
King Edward Hotel, Toronto 2, Ont.
Tel.: Elgin 6373
Radio Dept.: Arthur Tidy, Margaret Slaney, Douglas Coons, timebuyers; Robert Flook, television director; Gordon Forsyth, Sydney Brown, Lenore Reinke, production; D. H. Foster, H. E. Foster, George Bell, account executives.
Vancouver, B. C.—119 W. Pender St. Tel.: Pacific 8024. Larry Webster, manager.
Radio Accounts: Walter M. Lowney Co. Ltd.; Robt. Simpson Co. Ltd.; Supertest Petroleum Corp. Ltd.; Dr. Jackson Foods Ltd.; Mutual Benefit Health & Accident Ass'n; Smith Bros., Inc.; Lantigen Laboratories; Junior Gold Securities; National Gold Securities; National War Finance Committee; Vio-Bin Sales Co. of Canada; Herman Fur Co.

FRONTENAC BROADCASTING CO.
394 Bay St., Toronto 1, Ont.
Tel.: Elgin 4553
Radio Dept.: A. E. Carter, president; G. J. Carter, vice-president; A. R. Robertson, W. H. Ely, account executives.

GENERAL BROADCASTING CO.
1434 St. Catherine West, Montreal 25, Que.
Tel.: Belair 2855
Radio Dept.: Jack Selinger, director; A. Tietolman; A. R. Wilson, account executives.

J. J. GIBBONS LTD.
200 Bay St., Toronto, Ont.
Tel.: Elgin 2111
Radio Dept.: W. Reeves.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 6207. H. M. Reid.
Regina, Sask.—Leader Bldg. Tel.: 6-141. S. Whayte.
Calgary, Alta.—Renfrew Bldg. Tel.: M 5437. Reg. G. Smith.
Edmonton, Alta.—Tel.: 27-512. J. H. Fulton.
Winnipeg, Man.—Scott Block. Tel.: 97-373. G. E. Hunter.
Vancouver, B C.—Province Bldg. Tel.: Pacific 0157. L. E. C. Manley.
Radio Accounts: Underwood-Elliott-Fisher Ltd.; Drug Trading Co.; Dept. of War Services; J. M. Schneider Ltd.; Ogilvie Flour Mills Ltd.; Sherwin-Williams Co. of Canada Ltd.; Canada Paint Co., Ltd.; Canadian Water Paints Ltd.

F. H. HAYHURST CO. LTD.
38 King St. W., Toronto 1, Ont.
Tel.: Adelaide 7418
Radio Dept.: H. W. E. Peppler, vice-pres.; Fred Butler, account executive.
Montreal, Que.—1405 Peel St., Tel.: Belair 1161 E. A. Goodeve.
Radio Accounts: John Stuart Sales Co.; School Mfg. Co.; Honey Dew Ltd.; Templetons Ltd.; G. T. Fulford Co., Ltd.; Lavoline Cleanser Co. Ltd.; Blatchford Feeds Ltd.

L. J. HEAGERTY & ASSOC.
19 Melinda St., Toronto, Ont.
Tel.: Adelaide 0366
Radio Dept.: L. J. Heagerty.
Radio Accounts: Colgate-Palmolive-Peet Co.; S. O. S. Mfg. Co.; W. G. Noble Ltd.

J E. HUOT LTD.
353 St. Nicholas, Montreal, Que.
Tel.: Plateau 9539
Radio Dept.: J. E. Huot, A. Audet.
Radio Accounts: Sleepex Reg'd.; Dr. J. O. Lambert, Ltd.

RUSSELL T. KELLEY LTD.
150 Main St., Hamilton, Ont.
Tel.: 2-1155
Radio Dept.: R. T. Kelley.
Montreal, Que.—480 Lagauchetiere St., W. Tel.: Plateau 5025.
Radio Accounts: McLarens, Ltd.; Canadian Canners Ltd.; Canadian Red Cross Society; Longines-Wittnauer (Canada).

LOCKE, JOHNSON & CO.
Harbour Commission Bldg., Toronto, Ont.
Tele.: Elgin 6271
Radio Dept.: Elton Johnson.
Radio Account: Canadian National Carbon, Ltd.

McCONNELL, EASTMAN & CO. LTD.
254 Bay St., Toronto, Ont.
Tel.: Adelaide 7004
Radio Dept.: Edward Gould, director & account executive; May McMillan, asst.; D. M. Coutts, Geo. L. Dixon, Morgan Eastman, Fred Hebert, account executives.
London, Ont.—Huron & Erie Bldg. Tel.: Metcalf 544. I. Yull, director.
Montreal—Dominion Square Bldg. Tel.: Plateau 1146. K. Crombie, manager.
Winnipeg—Confederation Life Bldg. Tel. 95-757. L. Coutts, manager.
Vancouver—Stock Exchange Bldg. Tel.: Marine 2161. S. Griffis, manager.
Radio Accounts: Gypsum Lime & Alabastine Ltd.; St. Lawrence Starch Co. Ltd.; Tip Top Tailors Ltd.; Bernard Beverages Ltd.; Public Finance Corp.; Medusa Products Co. Ltd.; Scarfe & Co. Ltd.; Libby McNeill & Libby of Canada Ltd.; Brown's Bread Ltd.; Perfect Circle Co. Ltd,

McKIM ADV. LTD.
320 Bay St., Toronto 1, Ont.
Tel.: Elgin 5351
Radio Dept.: E. W. Brodie, radio director; H. La Rocque; D. E. Longmore.
Montreal—Dominion Square Bldg. Tel.: Lancaster 5192. J. J. Gallagher, manager.
Vancouver—Province Bldg. H. S. Watson manager.
Winnipeg—Paris Bldg. Tel. 9-7627. A. A. Brown, manager.
London, England—Mansfield House. H. Suffell, manager.

MacLAREN ADV. CO. LTD.
372 Bay St., Toronto 1, Ont.
Tel.: Elgin 0321
Radio Dept.: M. Rosenfeld, C. M. Pasmore, radio directors; Hugh Horler, Harry O'Connor.
Montreal, Que.—Dominion Sq. Bldg., Tel.: Plateau 9556. N. Trudeau.
Vancouver, B. C.—Province Bldg. Tel.: Marine 6268. W. D. M. Patterson, manager.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 96-321. E. P. Thomson, manager.
London, S. W. 1,—2 Cockspur St. Tel.: Abbey 2377. W. G. Abel.
Radio Accounts: Peoples Credit Jewelers Ltd.; Roberts Biological Laboratories; Imperial Oil Ltd.; Department of Munitions & Supplies; Dalglish Co.; Tuckett's Ltd.; H. J. Heinz Co. of Canada; S. F. Lawrason Ltd.; Lowe Bros. Co. Ltd.; O'Cedar of Canada Ltd.; Wartime Prices and Trade Board.

MASON'S UNITED ADV. AGENCY LTD.
14 McCaul St., Toronto, Ont.
Tel.: Adelaide 5112
Radio Dept.: John Dart, Colleen Baylen.
Radio Accounts: International Associated Products Ltd.

METROPOLITAN BRDCSTG. SERV. LTD.
21 Dundas Square, Toronto, Ont.
Tel.: Adelaide 0181
Radio Dept.: Ken. Soble, Don E. Wright.
Radio Accounts: Owens & Elms Ltd.; Lyons Furniture Co.; Toronto Fuels Ltd.; Myers Studios Ltd.; Taplin Shoe Store Ltd.

JACK MURRAY
10 King St. E., Toronto, Ont.
Tel.: Elgin 5600
Radio Dept.: Jack Murray.

O'BRIEN GOURLAY LTD.
Dominion Bldg., Vancouver, B. C.
Tel.: Pacific 9174
Radio Dept.: Michael O'Brien.
Radio Accounts: British Columbia Electric Railway Co.

WM. ORR & CO.
Metropolitan Bldg., Toronto, Ont.
Tel.: Waverley 0306
Radio Dept.: Wm. Orr.
Radio Accounts: J. A. Hough Mfg. Co. Ltd.; Elias Rogers Coal Co. Ltd.; Trull Funeral Home; Comstock Funeral Service.

ALFORD R. POYNTZ & CO.
68 King St., E., Toronto, Ont.
Tel.: Adelaide 8716
Radio Dept.: Alford R. Poyntz.
Radio Account: Allen Electric Co. Ltd.

THORNTON PURKIS
330 Bay St., Toronto, Ont.
Tel.: Adelaide 6221
Radio Dept.: Thornton Purkis, Miss Gladys Race.
Montreal, Que.—411 Confederation Bldg. D. Frank Tees.

E. W. REYNOLDS & CO.
Yardley House, Toronto, Ont.
Tel.: Wavery 6157
Radio Dept.: E. W. Reynolds, H. A. Talfer, radio director; Miss L. Nattrass, timebuyer; Miss F. E. Riley, John Keller, H: D. R. Newby, Stuart Walton, Harold A. Davis, account executives.
Radio Accounts: J. H. Stafford Industries Ltd.; Benjamin Moore & Co. Ltd.; Canadian Cooperative Wool Growers Ltd.

RONALDS ADV. AGENCY LTD.
Keefer Bldg., Montreal, Que.
Tel.: Plateau 4803
Radio Dept.: N. K. Vale, John W. Teale.
Toronto 1, Ont.—New Wellington Bldg. Tel.: Adelaide 0237 R. J. Avery, Miss M. Braine, Miss F. Sleevert.
Radio Accounts: Louis K. Liggett Co. Ltd.; Lyman Agencies Ltd.; Roe Farms Milling Co.; United Drug Co., Ltd.; Campbell Finance Corp. Ltd.; Canadian Industries Ltd., (Paint & Varnish Div.); Canadian Silk Products Ltd.; McColl-Frontenac Oil Co. Ltd.; Bristol-Myers Co. of Canada Ltd.; Canadian Industries Ltd.

SAVARY & CO.
Union Bldg., Calgary, Alberta
Tel.: M 4560
Radio Dept.: J. E. Gerge, manager; G. H. McDonald, account executive.
Lethbridge. Alberta—4 Oliver Block. Tel.: 3455. A. W. Savary, account executive.
Radio Accounts: Gas & Oil Products Ltd.; Maclin Motors Ltd.; Spence Ltd.; Alberta Motor Transport Ass'n; Radiocrafts; Anderson Grain & Feed Co., Ltd.; Stewart Electric Hatcheries; Alberta Hatcheries; Globe Labs. of Canada; Henderson Secretarial School.

R. C. SMITH & SON
80 King St. W., Toronto, Ont.
Tel.: Elgin 9396
Radio Dept.: G. Alec Phare, radio director.

SPITZER & MILLS LTD.
19 Richmond St. W., Toronto, Ont.
Tel.: Waverly 1151
Radio Dept.: W. D. Byles, radio director; Dorothy Andison.

STEVENSON & SCOTT LTD.
University Tower Bldg., Montreal, Que.
Tel.: Harbour 4131
Radio Dept.: H. E. Smith, director; F. E. Scott, Marion T. Young, A. W. Houghton, Geo S. MacDonald, account eecutives.
Toronto, Ont.—100 Adelaide St. W. Tel.: Adelaide 1166. F. W. Hunt, Hazel Kelly, Jack Wilson.
Radio Accounts: Geo. Weston Ltd.; Burgess Battery Co.; Community Hospital Plan; Martin-Senour Co. Ltd.; Mireille Inc.; Stanfield's Ltd.; National Breweries Ltd.; Burnett Ltd.; Montreal Standard; Panther Rubber Co.; King Edward Hotel.

STEWART-LOVICK LTD.
Province Bldg., Vancouver, B. C.
Tel.: Pacific 3531
Radio Dept.: F. J. McDowell, director; J. Crittenden, promotion director; N. F. Anthony, script supervisor; E. M. Hutchinson, traffic; Kelly Douglas, account executive.
Calgary—Southam Bldg. Tel.: M1432. R. McNicol.
Edmonton, Alta.—Birks Bldg. Tel.: Edmonton 23264. Miss W. Sutton.
Radio Accounts: Byers Flour Mills; B. C. Electric; Union Oil Co.; Burns & Co. of Canada, Ltd.; Canadian Bakeries; Dad's Cookies; Westminster Paper Co.

TANDY ADV. AGENCY LTD.
204 Richmond St., W., Toronto 2, Ont.
Tel.: Adelaide 6362
Radio Dept.: J. P. Hamilton, E. V. Hammond.
Radio Accounts: Battle Pharmaceuticals Co.; Mulveney's Remedies Ltd.: E. & S. Currie Ltd.; Gray Remedy Co.

VICKERS & BENSON LTD.
Keefer Bldg, Montreal, Que.
Tel.: Plateau 5051
Radio Dept.: Miss Jeanne Berube, timebuyer; Roland Beaudry.
Toronto, Ont.—Reford Bldg. Tel.: Waverley 1603. C. M. Mutch, N. Holmes, account executives.
Radio Accounts: Canada Starch Co. Ltd.; Thimas J. Lipton Ltd.; S. C. Johnson & Son; Dominion Seven-Up Ltd.; D. L. & W. Coal Co.

WALLACE ADV. LTD.
Roy Bldg., Halifax, Nova Scotia
Tel.: B-7557
Radio Dept.: F. R. Wallace.
Radio Accounts: Crown Diamond Paint Co. Ltd.; Moirs Ltd.

WALSH ADV. CO. LTD.
Guarantee Trust Bldg., Windsor, Ont.
Tel.: 3-2416
Radio Dept.: Thomas Walsh, president.
Toronto—Concourse Bldg. Tel.: Adelaide 3055. Harold J. Keenan, director; David McMillan, Sr., David McMillan, Jr. acct. executives.
Radio Accounts: Ass'n Toronto Hotel Proprietors; W. K. Buckley Ltd.; Circulex Corp. Ltd.; Parker Dye Works, Ltd.

WHITEHALL BROADCASTING LTD.
Dominion Suare Bldg., Montreal 2, Que.
Tel.: Lancaster 6500
Radio Dept.: William V. George, president.

YOUNG & RUBICAM LTD.
660 St. Catherine St., W., Montreal, Que.
Tel.: Plateau 4691
Radio Dept.: L. C. Arbuthnot, B. Devlin.
Toronto, Ont.—80 King St. W. Tel.: Elgin 5347. S. B. Smith, Doreen Dunlop.
Radio Accounts: Robin Hood Flour Mills Ltd.; Borden Co. Ltd.; Valmont of Canada Ltd.; International Silver Co. of Canada, Ltd.

Directory of

BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

Lists of stations supplied by each firm; asterisk (*) indicates non-exclusive representation; dagger (†) indicates firm is also newspaper representative

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannon.

New England Representation

*WCAU, Philadelphia
*WHN, New York City
*WDEV, Waterbury, Vt.
*WJAR, Providence
*WLBZ, Bangor, Me.
*WSYR, Syracuse, N. Y.
*WHAI, Greenfield, Mass.
*WCSH, Portland, Me.
*WHYN, Holyoke, Mass.
*WIBX, Utica, N. Y.
*WRDO, Augusta, Me.
*WFEA, Manchester, N. H.
*WBRY, Waterbury, Conn.
*WNBC, Hartford, Conn.
*WSPR, Springfield, Mass.
*WHEB, Portsmouth, N. H.
*WTAG, Worcester, Mass.
*WBRK, Pittsfield, Mass.
WLNH, Laconia, N. H.
*WKNE, Keene, N. H.
Connecticut State Network

WALTER BIDDICK CO.

Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.
San Francisco—Monadnock Bldg.

Represents on Pacific Coast

KFOX, Long Beach, Cal.
*KTRB, Modesto, Cal.
KSRO, Santa Rosa, Cal.
*KHUB, Watsonville, Cal.
*WJJD, Chicago
KLS, Oakland, Cal.
*WIBW, Topeka, Kan.
*KAST, Astoria, Ore.
*KBND, Bend, Ore.
*WIBX, Utica, N. Y.
KODL, The Dalles, Ore.
*WIND, Gary, Ind.
KCKN, Kansas City, Kan.
KIEV, Glendale, Cal.
KDON, Monterey, Cal.
KGIW, Alamosa, Colo.
KIUP, Durango, Colo.
KWIL, Albany, Ore.
KORE, Eugene, Ore.
KMED, Medford, Ore.
KWRC, Pendleton, Ore.
KSLM, Salem, Ore.
KVOS, Bellingham, Wash.
KRKO, Everett, Wash.
KWLK, Long View, Wash.
KRSC, Seattle
KTBI, Tacoma, Wash.
KTYW, Yakima, Wash.
KVRS, Rock Springs, Wyo.

JOHN BLAIR & COMPANY

Chicago—520 No. Michigan Ave. Tel.: Superior 8659. Mgr.: John Blair.
New York City—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
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WNBF, Binghamton, N. Y.
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WHIZ, Zanesville, O.
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KTRH, Houston
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WMBG, Richmond, Va.
KOL, Seattle
WMMN, Fairmont, W. Va.
WWVA, Wheeling, W. Va.
KGMB, Honolulu, Hawaii
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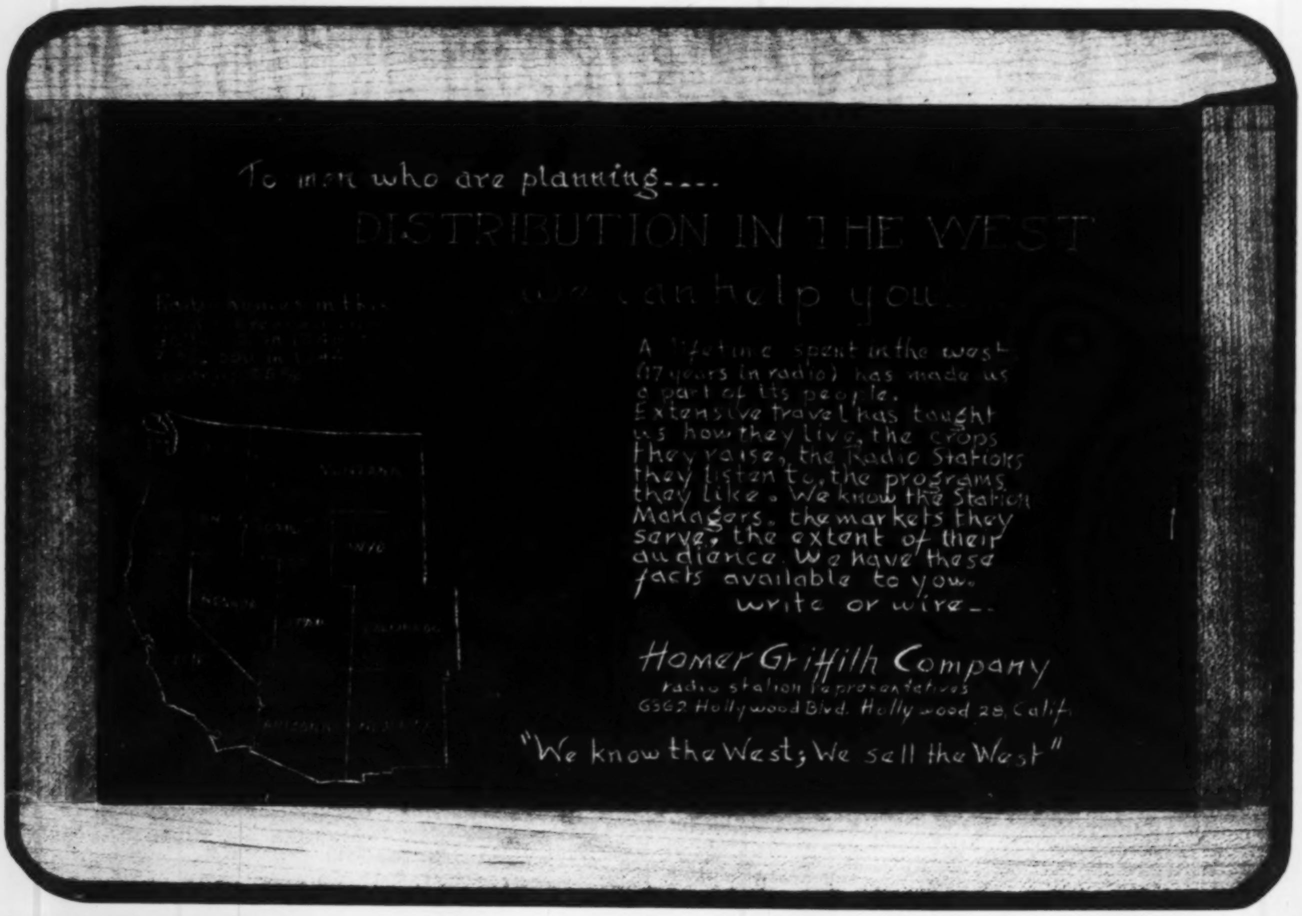

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	Macon	*WMAZ	5000w	940 kc.	CBS
	Savannah	*WTOC	5000w	1290 kc.	CBS
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Mont.	Billings	KGHL	5000w	790 kc.	NBC
N. Y.	New York Jersey City, N. J.	WHOM	1000w#	1480 kc.	
N. C.	Asheville	WWNC	1000w	570 kc.	CBS
Ohio	Cincinnati	WKRC	5000w¶	550 kc.	MBS
	Toledo	WSPD	5000w	1370 kc.	NBC
Okla.	Oklahoma City	WKY	5000w	930 kc.	NBC
Pa.	Philadelphia	WFIL	1000w	560 kc.	BLU
	Pittsburgh	WCAE	5000w	1250 kc.	MBS
Tenn.	Memphis	WREC	5000w	600 kc.	CBS
	Nashville	WSIX	5000w	980 kc.	BLU
Utah	Salt Lake City	KUTA	5000w	570 kc.	BLU
Wis.	Milwaukee	WISN	5000w	1150 kc.	CBS

† The Mid-States Group.
* The Georgia Major Market Trio.

‡ 5000 watts night
¶ 1000 watts night
# 500 watts night

ONLY a large mobile organization, working under experienced direction, can keep pace with the ever-changing problems in the national field.

•

26 Katz Agency salesmen, operating out of eight strategically located offices, give complete coverage of all points where national advertising originates.

•

Good salesmen, backed by skillful research and sales material, are *better* salesmen.

•

The Katz Agency maintains a separately staffed Research and Sales Promotion Department which coordinates the sales information of all Katz offices and increases the sales-power of each individual salesman.

•

Advertisers and agencies have learned to rely on Katz Agency Data.

THE KATZ AGENCY, INC.

National Advertising Representatives Since 1888

NEW YORK
CHICAGO
DETROIT

LOS ANGELES
SAN FRANCISCO

ATLANTA
DALLAS
KANSAS CITY

Directory of
BROADCASTING STATION REPRESENTATIVES

[Continued from Page 226]

NATIONAL BROADCASTING CO. [NBC SPOT]

(National Spot Sales Dept.)

New York City—30 Rockefeller Plaza. Tel.: Circle 7-8300. Nat'l. Mgr.: J. V. McConnell. Asst. Mgrs.: W. O. Tilenius, W. C. Roux.
Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: O. Morton.
Cleveland—815 Superior Ave. N.E. Tel.: Cherry 0942. Mgr.: D. G. Stratton.
Boston—Hotel Bradford. Tel.: Hancock 4261. Mgr.: Elmer Kettell.
Denver—1625 California St. Tel.: Main 6211. Mgr : James R. MacPherson.
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Don Norman.
San Francisco—Taylor & O'Farrell Sts. Tel.: Sutter 1920. Mgr.: Carl Nielsen.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mgr.: Mahlon Glascock.

Represents

WEAF, New York City
WBZ, Boston
WBZA, Springfield, Mass.
WOWO, Fort Wayne, Ind.
WMAQ, Chicago
WTAM, Cleveland
KYW, Philadelphia
KPO, San Francisco
WRC, Washington
KDKA, Pittsburgh
WGY, Schenectady
KOA, Denver

NORTHWEST RADIO ADVERTISING CO.

Seattle, Wash.—American Bldg. Tel.: Elliott 5488. Mgr.: Edwin A. Kraft.

Represents

*KINY, Juneau, Alaska
*KTKN, Ketchikan, Alaska

JOHN E. PEARSON CO.

Chicago—London Guarantee Bldg. Tel.: Franklin 2359. Mgr.: John E. Pearson.
New York City—250 Park Ave. Tel.: Plaza 8-2255. Mgr.: Hines H. Hatchett.
Kansas City—Dierks Bldg. Tel.: Grand 2144. Mgr.: Owen H. Balch.

Represents

KWTO, Springfield, Mo.
KDTH, Dubuque, Ia.
*WIND, Gary, Ind.
WLOL, Minneapolis-St. Paul
KLCN, Blytheville, Ark.
WHBL, Sheboygan, Wis.
WCAR, Pontiac, Mich.
WLAK, Lakeland, Fla.
*WOV, New York
KCMO, Kansas City
WINK, Fort Myers, Fla.
WSPB, Sarasota, Fla.
KCRC, Enid, Okla.
KOAM, Pittsburg, Kan.
WCMI, Ashland, Ky.
WLAP, Lexington, Ky.
KWLM, Willmar, Minn.
KWNO, Winona, Minn.
WEW, St. Louis
*WIRE, Indianapolis
KSAL, Salina, Kan.
WAOV, Vincennes, Ind.
Southern Minnesota Network
WKRO, Cairo, Ill.
KFVS, Cape Girardeau, Mo.
KWOC, Poplar Bluff, Mo.
KHMO, Hannibal, Mo.
KRBC, Abilene, Tex.
KBST, Big Spring, Tex.
KPLT, Paris, Tex.
KGKL, San Angelo, Tex.
KCMC, Texarkana, Tex.
WBIR, Knoxville, Tenn.
KRRV, Sherman, Tex.
KTEM, Temple, Tex.
KGKB, Tyler, Tex.
KVWC, Vernoh, Tex.
KFDA, Amarillo, Tex.
KVGB, Great Bend, Kan.

PAN AMERICAN BROADCASTING CO.

New York City—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.: E. Bernald.
Chicago—228 No. LaSalle St. Tel. State 5096. Mgr.: Fred R. Jones.

Represents stations in

Alaska
Argentina
Bolivia
British Guiana
Chile
Columbia
Costa Rica
Dominican Republic
Ecuador
El Salvador
Guatemala
Haiti
Honduras
Nicaragua
Panama
Paraguary
Peru
Puerto Rico
Urguay
Venezuela
Newfoundland

†JOHN H. PERRY ASSOCIATES

New York City 17—310 E. 45th St. Tel.: Murray Hill 4-1647. Mgr.: William K. Dorman.
Philadelphia 7—12 S. 12th St. Tel.: Walnut 3555. Mgr.: Robert Hitchings.
Chicago 3—122 So. Michigan Ave. Tel.: Harrison 8085. Mgr.: O. J. Ranft.
Detroit 2—7338 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
Atlanta 3—Rhodes-Haverty Bldg. Tel.: Walnut 1334. Mgr.: Mrs. Alice S. Grant.

Represents

WCOA, Pensacola, Fla.
WTMC, Ocala, Fla.
WJHP, Jacksonville, Fla.
WDLP, Panama City, Fla.

EDWARD PETRY & CO., Inc.

New York City—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
Chicago—400 No. Michigan Ave. Tel : Delaware 8600. Mgr.: Edward E. Voynow.
Detroit—General Motors Bldg. Tel.: Madison 1035. Mgr. William Cartwright.
San Francisco 4—Russ Bldg. Tel.: Garfield 4010. Mgr.: Earle H. Smith.
Los Angeles—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis—Shell Bldg. Tel.: Garfield 5194. Mgr.: George Kercher.

Represents

Yankee Network
WSB, Altanta
WNAC, Boston
WAAB, Worcester
WICC, Bridgeport, Conn.
WBEN, Buffalo, N. Y.
WGAR, Cleveland
WFAA, Dallas
WBAP, Fort Worth
WJR, Detroit
KPRC, Houston
WDAF, Kansas City
WAGE, Syracuse, N. Y.
KARM, Fresno, Cal.
KFOR, Lincoln, Nebr.
KGA, Spokane
WBAL, Baltimore
KARK, Little Rock, Ark.
KFI, Los Angeles
WHAS, Louisville
WLLH, Lowell, Mass.
WTMJ, Milwaukee
KSTP, St. Paul
WSM, Nashville
WSMB, New Orleans
WTAR, Norfolk
KOIL, Omaha
KGW, Portland, Ore.
KFAB, Lincoln, Neb.
KGKO, Fort Worth
Texas Quality Network
WEAN, Providence
WRNL, Richmond
KSL., Salt Lake City
WOAI, San Antonio
KOMO, Seattle
KHQ, Spokane, Wash.
WMAS, Springfield, Mass.
KVOO, Tulsa, Okla.
KFH, Wichita, Kan.
KQW, San Francisco
KTBS, Shreveport, La.

(Continued on page 230)

Spot Sales, inc.

LOREN L. WATSON
NEW YORK
400 MADISON AVENUE
Eldorado 5-5040

CHICAGO
360 N. MICHIGAN AVENUE
FRAnklin 8520

KANSAS CITY
SCARRITT BLDG.
HArrison 1161

SAN FRANCISCO
THIRD & MARKET STREETS
EXbrook 3558

HOLLYWOOD
HOLLYWOOD BLVD. & COSMO ST.
HOllywood 8318

WSMB

The NBC Station Serving The New Orleans Market

WSMB, through an affiliation with KVOL, Lafayette and KPLC, Lake Charles offers complete coverage of South Louisiana.

1350 KC **WSMB** 5000 W
NEW ORLEANS

NATIONAL REPS: EDWARD PETRY & CO.

IF it's *Spot* RADIO

Call McGillvra

These Stations in these Markets are your Best Dollar Values

WMEX—Boston
The Hub's only full-time independent station—5000 watts.

WGKV—Charleston—NBC-Blue-Mutual
Carries all top-flight NBC programs, supplemented by selected Blue and Mutual features. Charleston's most popular station.

KVOD—Denver—Blue
Blue's popular outlet in Denver—check our Hoopers—second largest coverage—best dollar value on cost, coverage and popularity.

CKLW—Detroit—Mutual
Second largest coverage of retail sales area of over a billion and a half dollars annually. Exclusive programs carried by no other station in entire primary.

WLAV—Grand Rapids—Blue and Mutual
WLAV does a job in Metropolitan Grand Rapids at lowest cost while western rural Michigan is best covered by Chicago stations. Please check Hooper Survey just completed.

KCMO—Kansas City—Blue
One of Kansas City's three full-time stations. Has best availabilities in market today and has first acceptance with national drug advertisers.

KPAS—Los Angeles
Our 10,000 watts directional north and south gives the third largest coverage of all stations in Southern California and our low rates give the lowest cost per 1000 potential radio homes.

WBML—Macon—Blue and Mutual
If you have a sales problem, please check WBML's popularity from current Hooper Surveys in comparision to cost.

WNOE—New Orleans—Mutual
Covers 25% Louisiana's population—50% Louisiana's drug sales! Best dollar value for Metropolitan New Orleans.

KNOE—Monroe, La.—NBC
Presents radio's most popular programs to Louisiana's third largest market.

KLX—Oakland
First in news, sports and special features with a consistently huge audience in Oakland Bay area.

KPAC—Port Arthur-Beaumont—Mutual
Excellent coverage of important Port Arthur-Beaumont-Orange latest ration-book population figures of 1,157,000!

KGHF—Pueblo—Blue
The only station in rapidly growing Pueblo, Colorado's second largest market.

WSAY—Rochester—Blue and Mutual
Has best availabilities at low cost for this large three-station market. Now breaking ground for 1,000 watts power.

WSYB—Rutland—Mutual and Yankee
Covers Vermont's second largest market both retail and wholesale trading areas and has no competition.

KROY—Sacramento—Columbia Basic
Sacramento's most popular station as evidenced by the fact that we carry over twice as many hours of network commercials per week as does our competition.

KLO—Salt Lake City and Ogden—Mutual
Offers best coverage of Utah's two largest markets. Also key station of Intermountain Network.

KFIO—Spokane—Mutual
Effectively reaches the Spokane market at the lowest cost per listener.

KMO—Tacoma—Mutual
Most popular of the three Tacoma stations. Check Hooper. Also no Seattle radio campaign complete without the inclusion of KMO.

KOME—Tulsa—Blue and Mutual
Best dollar value in Tulsa on basis of cost and popularity. Please check our recent Hooper.

WBRY—Waterbury—Columbia
Very popular in this busy, prosperous, thickly-settled area.

KPQ—Wenatchee—Blue
Fills the wide gap between Seattle and Spokane. Check the returns per 1,000 radio homes of Blue Network advertisers in the northwest as KPQ is usually lowest cost per 1,000 radio homes on the Blue Northwest Group.

KIT—Yakima—Mutual
Blankets trading area of 153,000 in central Washington. Wire available from Tacoma and Seattle at no cost.

UTAH—Intermountain Network Coverage
Keyed by KLO, Ogden-Salt Lake, Network includes KID, Idaho Falls, Idaho, KVNU, Logan, Utah, KEUB, Price, Utah, KOVO, Provo, Utah, and KVRS, Rock Springs, Wyoming. Six Mutual stations delivering an audience a half again as great as that of Salt Lake City, plus bonus coverage in the city itself. Covers major portion of Utah, Idaho and southwestern Wyoming.

JOSEPH HERSHEY McGILLVRA, Inc.

ASSOCIATE MEMBER—NATIONAL ASSOCIATION OF BROADCASTERS

NEW YORK, 17
366 Madison Avenue
MUrray Hill 2-8755

CHICAGO, 1
35 East Wacker Drive
State 5282

SAN FRANCISCO, 4
627 Mills Building
Sutter 1393

LOS ANGELES, 13
448 South Hill Street
Michigan 0921

Directory of BROADCASTING STATION REPRESENTATIVES

[Continued from Page 228]

RADIO ADVERTISING CO.

New York City 17— 521 Fifth Avenue. Tel.: Murray Hill 2-2170. Mgrs.: Louis J. F. Moore, John Mayo.
Chicago 1—333 No. Michigan Ave. Tel.: Central 1743. Mgr.: M. J. McGeehan.
Detroit 26—28 W. Adams Ave. Tel.: Cherry 8321. Mgr Robert B. Rains.
Los Angeles 14—707 S. Hill St. Tel.: Van Dyke 1901. Mgr.: J. Leslie Fox.
San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.

Represents

WCLE, Cleveland
WHKC, Columbus, O.
WTOL, Toledo, O.
WMBS, Uniontown, Pa.
KROC, Rochester, Minn.
WEST, Easton, Pa.
WAZL, Hazelton, Pa.
WJNO, West Palm Beach, Fla.
WHKK, Akron
WKAT, Miami Beach
WAAT, Newark

RADIO SALES

(The Spot Broadcasting Division of Columbia Broadcasting System)

Chicago—410 No. Michigan Ave. Tel.: Whitehall 6000. Gen. Sales Mgr.: J. Kelly Smith.
New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: Howard S. Meighan.
Los Angeles—Columbia Square. Tel.: Hollywood 1212. Mgr.: Meredith R. Pratt.
San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: O. G. Morby.
Charlotte—Wilder Bldg. Tel.: 3-8833. Mgr.: Royal Penny.
St. Louis—Mart Bldg. Tel.: Central 8240. Mgr.: Carter Ringlep.

Represents

WABC, New York City
WBBM, Chicago
WTOP, Washington
CBS, New England Network
KNX, Los Angeles
KMOX, St. Louis
WBT, Charlotte, N. C.
CBS, Pacific Network
WCCO, Minneapolis
WEEI, Boston
WAPI, Birmingham, Ala.
CBS, California Network

WILLIAM G. RAMBEAU CO.

Chicago—360 No. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
New York City—Chanin Bldg. Tel.: Lexington 2-1820. Mgr.: Paul S. Wilson.
Hollywood—5833 Fernwood Ave. Tel.: Granite 3636. Mgr.: Fred L. Allen.

Represents

WJAS, Pittsburgh
WIL, St. Louis
KFWB, Los Angeles
*KJBS, San Francisco
WDSM, Superior-Duluth
KBON, Omaha
KBUR, Burlington, Ia.
WNAB, Bridgeport, Conn.
WRAW, Reading, Pa.
WHBQ, Memphis
KMYR, Denver
*KTKC, Visalia, Cal.
WATR, Waterbury, Conn.
WDGY, Minneapolis
WHEB, Portsmouth, N. H.
WJTN, Jamestown, N. Y.
WFCI, Pawtucket, R. I.
WJEJ, Hagerstown, Md.
KEVR, Seattle
KFMB, San Diego
*WHN, New York
KFUN, Las Vegas, N. M.
WNHC, New Haven, Conn.
WTSP, St. Petersburg, Fla.
WCLO, Janesville, Wis.
KBIZ, Ottumwa, Ia.
*WNBH, New Bedford, Mass.
*WOCB, West Yarmouth, Mass.
WTAW, College Station, Tex.

PAUL H. RAYMER CO.

Chicago 11—435 N. Michigan Ave. Tel.: Superior 4475. Mgr.: Walter I. Tenney.
New York 17—366 Madison Ave. Tel.: Murray Hill 2-8689. Mgr.: Fred C. Brokaw.
San Francisco 4—Russ Bldg. Tel.: Exbrook 2093. Mgr.: David H. Sandeberg.
Los Angeles 14—707 S. Hill St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
Detroit 26—28 W. Adams Ave. Tel.: Cherry 8321. Mgr.: Robert B. Rains.

Represents

Michigan Radio Network, McClatchy Beeline, Arizona Broadcasting Co., Tri Penn Group

WPRO, Providence
KWK, St. Louis
WSYR, Syracuse, N. Y.
WTRY, Troy, N. Y.
WRVA, Richmond, Va.
WLAC, Nashville, Tenn.
WDRC, Hartford, Conn.
KTAR, Phoenix, Ariz.
KVOA, Tucson, Ariz.
KTMS, Santa Barbara, Cal.
WKBN, Youngstown, O.
KMPC, Los Angeles
KOH, Reno, Nev.
KFBK, Sacramento, Cal.
KERN, Bakersfield, Cal.
KMJ, Fresno, Cal.
KWG, Stockton, Cal.
WCAO, Baltimore
WBRC, Birmingham, Ala.
WDOD, Chattanooga, Tenn.
WXYZ, Detroit
WOOD, Grand Rapids, Mich.
*WCAU, Philadelphia (Pacific)
WKBO, Harrisburg, Pa.
WGAL, Lancaster, Pa.
WORK, York, Pa.
WDEL, Wilmington, Del.
KFSD, San Diego, Cal.
WSBT, South Bend, Ind.
WGAN, Portland, Me.
WHK, Cleveland
KEX, Portland, Ore.
WTAG, Worcester, Mass.
KJR, Seattle
KWFT, Wichita Falls, Tex.
KXO, El Centro, Cal.
WJJD, Chicago
WSAI, Cincinnati
WINS, New York

REGIONAL RADIO SALES CO.

Chicago 1—360 N. Michigan Ave. Tel.: Central 6595. Mgr.: Myles H. Johns; Vice-President: George Clifford.
Hollywood 28—6362 Hollywood Blvd. Tel.:Granite 6113. Mgr.: Homer Griffith.
San Francisco 5—681 Market St. Tel.: Garfield 5512. Mgr.: R. J. Bidwell.
Seattle—Smith Tower. Tel.: Elliott 7417. Mgr.: Robert S. Nichols.

Represents

WOSH, Oshkosh, Wis.
WOMT, Manitowac, Wis.
KGDE, Fergus Falls, Minn.
KVOX, Moorhead, Minn.

VIRGIL REITER & CO.

Chicago—400 No. Michigan Ave. Tel.: Superior 5072. Mgr.: Virgil Reiter.

Represents

*WCAU, Philadelphia (Chicago only)
*WIBX, Utica, N. Y. (Chicago only)

SEARS & AYER, Inc.

Chicago—612 No. Michigan Ave. Tel.: Superior 8177. B. H. Sears; A. T. Sears.
New York City—295 Madison Ave. Tel.: Lexington 2-0772. Mgr.: P Joseph Bogner.
Kansas City—15 W 10th St. Tel.: Victor 0021. Mgr.: William M. Temple.
Hollywood—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Garfield 6612. Mgr.: Ralph J. Bidwell.
Portland, Ore.—Studio Bldg. Tel.: Beacon 4107. Mgr.: James McDoughlin.
Seattle—Douglas Bldg. Tel.: Elliot 3300. Mgr.: R. G. Chastain.

Represents

WJBY, Gadsden, Ala.
WHBB, Selma, Ala.
WKEU, Griffin, Ga.
WTMV, E. St. Louis, Ill.
WCBS, Springfield, Ill.
KTSW, Emporia, Kan.
KWYO, Sheridan, Wyo.
WGIL, Galesburg, Ill.
KWOS, Jefferson City, Mo.
WMBH, Joplin, Mo.
WLPM, Suffolk, Va.
KDFN, Casper, Wyo.
WPAD, Paducah, Ky.
WHOP, Hopkinsville, Ky.
WSON, Henderson, Ky.
WGCM, Gulfport, Miss.
WMOB, Mobile, Ala.
WBTA, Batavia, N. Y.
KORN, Fremont, Neb.
KPOW, Powell, Wyo.
WCBI, Columbus, Miss.
KGFW, Kearney, Neb.
Lake Syperior Radio Group
WHMA, Anniston, Ala.
WLAY, Muscle Shoals, Ala.
WJBC, Bloomington, Ill.
WHDF, Calumet, Mich.
WJMS, Ironwood, Mich.
WATW, Ashland, Wis.
WFOR, Hattiesburg, Miss.
KTTS, Springfield, Mo.
*KWFC, Hot Springs, Ark.
WROX, Clarksdale, Miss.
WELO, Tupelo, Miss.
WATN, Watertown, N. Y.

SPOT SALES Inc.

New York City—400 Madison Ave. Tel.: Eldorado 5-5040. President: Loren L. Watson. Secretary: Lillian Brearley; Dist. Mgr.: Fred Weste
Chicago—London Guarantee Bldg. Tel.: Franklin 8520. Dist. Mgr.: Fred Wester.
San Francisco—5 Third St. Tel.: Douglas 2536. Dist. Mgr.: John Livingston.
Hollywood—1650 Cosmo St. Tel.: Hollywood 6928. Dist. Mgr.: John Livingston.

Represents

KYA, San Francisco
WCOS, Columbia, S. C.
WTBO, Cumberland, Md.
KQV, Pittsburgh
WHJB, Greensburg, Pa.
WKST, New Castle, Pa.
WMPS, Memphis, Tenn.
WMPS, Memphis, Tenn.
WATL, Atlanta
WRBL, Columbus, Ga.
*WLW, Cincinnati (West Coast only)
WHDH, Boston
WMUR, Manchester, N. H.
WTTM, Trenton, N. J.
WIBG, Philadelphia
KGER, Long Beach, Cal.
WHB, Kansas City
WSBA, York, Pa.
WGPC, Albany, Ga.
WSTV, Steubenville, O.
KICA, Clovis, N. M.
WCAP, Asbury Park, N. J.
KINY, Juneau, Alaska
KTKN, Ketchikan, Alaska
WABI, Bangor, Me.

TAYLOR-HOWE-SNOWDEN RADIO SALES

Amarillo, Tex.—Radio Bldg. Gen. Mgr.: Alex Keese.
New York—19 W. 44th St. Tel.: Murray Hill 2-2485. Mgr.: Jack Keasler.
Chicago—360 N. Michigan Ave. Tel.: State 5260. Mgr.: Tom Peterson.
Dallas—Tower Petroleum Bldg. Tel.: Riverside 5663. Mgr.: Clyde Melville.
Hollywood 28—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco 5—681 Market St. Tel.: Garfield 5512. Mgr.: Ralph J. Bidwell.
Portland, 5. Ore.—Studio Bldg. Tel.: Beacon 4107. Mgr.: James McLoughlin.
Seattle—Douglas Bldg. Tel.: Elliot 3300. Mgr.: R. G. Chastain.

Represents

KGNC, Amarillo
KFYO, Lubbock
KTSA, San Antonio
KRGV, Weslaco
KTOK, Oklahoma City
KFDM, Beaumont
KRMD, Shreveport
KADA, Ada, Okla.
KGFF, Shawnee, Okla.
KVSO, Muskogee, Okla.
Lone Star Chain
Oklahoma Network

THE WALKER COMPANY

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7986. Mgr.: Wythe Walker.
Chicago 1—360 N. Michigan Ave. Tel.: State 5262. Mgr.: Hal Holman.
Kansas City 6—15 W. 10th St. Tel.: Victory 0021. Mgr.: William Temple.
Los Angeles 15—Chamber of Commerce Bldg. Tel.: Richmond 6184. Mgr.: Walter Biddick.

Represents

*WABI, Bangor, Me.
WOLF, Syracuse, N. Y.
WBRK, Pittsfield, Mass.
WAIR, Wiston-Salem, N. C.
WSLB, Ogdensburg, N. Y.
WLBC, Muncie, Ind.
KABR, Aberdeen, S. D.
WJAG, Norfolk, Neb.
KLPM, Minot, N. D.
KOTA, Rapid City, S. D.
KOCY, Oklahoma City
KGBS, Harlingen, Tex.
KBWD, Brownwood, Tex.
KFPY, Spokane, Wash.
KGIR, Butte, Mont.
KFPA, Helena, Mont.
KRBM, Bozeman, Mont.
KXL, Portland, Ore.
KFXJ, Grand Junction, Colo
KTFI, Twin Falls, Ida.
*KSEI, Pocatello, Ida.
Z Network
The Tobacco Network

WEED & CO.

New York City—350 Madison Ave. Tel.: Vanderbilt 6-4542. Mgr.: Joseph J. Weed.
Chicago—203 No. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed; Sls. Mgr.: William Reilly
Detroit—General Motors Bldg. Tel.: Madison 6366. Mgr.: Charles M. Adell.
San Francisco—Hotel Mark Hopkins. Tel.: Yukon 1899. Mgr.: Lincoln P. Simonds.
Boston—Statler Bldg. Tel.: Hubbard 5677. Mgr.: Dana Baird.
Hollywood—6253 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln P. Simonds.

Represents

WMCA, New York
WTIC, Hartford, Conn.
WORC, Worcester, Mass.
*WJAR, Providence, R. I.
*WCSH, Portland, Me.
*WRDO, Augusta, Me.
*WLBZ, Bangor, Me.
*WFEA, Manchester, N. H.
WSUN, St. Petersburg, Fla.
KGGM, Albuquerque, N. M.
WTAQ, Green Bay, Wis.
WRR, Dallas
KFJZ, Fort Worth
WCAX, Burlington, Vt.
WEBR, Buffalo, N. Y.
*WFBC, Greenville, S. C.
WEOA, Evansville, Ind.
WGBF, Evansville, Ind.
WING, Dayton
New England Regional Network
KGLO, Mason City, Ia.
*KFBB, Great Falls, Mont.
WBOW, Terre Haute, Ind.
WAYS, Charlotte, N. C.
WRAL, Raleigh, N. C.
KSFO, San Francisco
WWDC, Washington, D. C.
WMBR, Jacksonville, Fla.
WSOY, Decatur, Ill.
WTAX, Springfield, Ill.
WSLI, Jackson, Miss.
WWNY, Watertown, N. Y.
WCOL, Columbus, O.
WIZE, Springfield, O.
Texas State Network
WAKR, Akron, O.
KVSF, Santa Fe, N. M.
WACO, Waco, Tex.
KNOW, Austin, Tex.
KABC, San Antonio, Tex.
KTHT, Houston, Tex.
WERC, Erie, Pa.
WHOT, South Bend, Ind.
WHBU, Anderson, Ind.
KGGF, Coffeyville, Kan.
KALB, Alexandria, La.
WDEF, Chattanooga, Tenn.
WKWK, Wheeling, West Va
WRAL, Raleigh, N. C.

Canadian Stations

CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grand Prairie, Alta.
CJOC, Lethbridge, Alta.
CKOV, Kelowna, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CJVI, Victoria, B. C.
CFJC, Kamloops, B. C.
CJLS, Yarmouth, N. S.
CHNS, Halifax, N. S.
CJCB, Sydney, N. S.
CJKL, Kirkland Lake, Ont.
CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CJCS, Stratford, Ont.
CKRC, Winnipeg, Man.
CKSO, Sudbury, Ont.
CKOC, Hamilton, Ont.
CKWS, Kingston, Ont.
CKBI, Prince Albert, Sask.
CHAB, Moose Jaw, Sask.
CHCK, Regina, Sask.
CFNB, Fredericton, N. B.
CFCF, Montreal, Que.
CFCY, Charlottetown, P. E.
CHEX, Peterborough, Ont.
CKEY, Toronto, Ont.

(Continued on page 232)

WABC
NEW YORK
50,000 WATTS

WBBM
CHICAGO
50,000 WATTS

KNX
LOS ANGELES
50,000 WATTS

WEEI
BOSTON
5,000 WATTS

KMOX
ST. LOUIS
50,000 WATTS

WTOP
WASHINGTON
50,000 WATTS

WCCO
MINNEAPOLIS-
ST. PAUL
50,000 WATTS

WBT
CHARLOTTE
50,000 WATTS

WAPI
BIRMINGHAM
5,000 WATTS

**COLUMBIA
PACIFIC
NETWORK**

**COLUMBIA
CALIFORNIA
NETWORK**

**COLUMBIA
NEW ENGLAND
NETWORK**

RADIO
THE *SPOT* BROADCASTING DIVISION OF CBS
SALES

...offers advertisers the most complete and rounded service in...

- **SPOT BROADCASTING**
- **LOCAL ORIGINATIONS**
- **ANNOUNCEMENTS**
- **MARKET-AUDIENCE DATA**

for the nine major stations and three regional networks listed on this page.

CBS

OFFICES: 485 Madison Ave., New York 22 • 410 N. Michigan Ave., Chicago 11 • Columbia Sq., Hollywood 28 • 401 S. 12th Blvd., St. Louis 2 • Palace Hotel, San Francisco 5 • Wilder Bldg., Charlotte 2

Directory of
BROADCASTING STATION REPRESENTATIVES

[Continued from Page 230]

HOWARD H. WILSON CO.

Chicago—75 E. Wacker Drive. Tel.: Central 8744. Mgr.: Howard H. Wilson.
New York City—551 Fifth Ave. Tel.: Murray Hill 6-1230. Mgr.: David F. Crosier.
Hollywood—6362 Hollywood Blvd. Tel.: Granite 6113. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Douglas 4475. Mgr.: R. J. Bidwell.

Represents

KELO, Sioux Falls, S. D.
WHKY, Hickory, N. C.
KROD, El Paso, Tex.
KSOO, Sioux Falls, S. D.
*WDEV, Waterbury, Vt.
WDNC, Durham, N. C.
WDZ, Tuscola, Ill.
WJHL, Johnson City, Tenn.
WWSR, St. Albans, Vt.
WPIC, Sharon, Pa.
WSVA, Harrisonburg, Va.
WHBF, Rock Island, Ill.
WIBA, Madison, Wis.
WCOV, Montgomery, Ala.
KRLC, Lewiston, Ida.
*KUJ, Walla Walla
*KELA, Centralia, Wash.
*KXRO, Aberdeen, Wash.
*KGY, Olympia, Wash.
WEMP, Milwaukee
WFMD, Frederick, Md.
KAVE, Carlsbad, N. M.
KPHO, Phoenix, Ariz.
WAIT, Chicago
WHCU, Ithaca, N. Y.
WKBH, La Crosse, Wis.
WMVA, Martinsville, Va.
WMAM, Marinette, Wis.
WPAT, Paterson, N. J.
WSAP, Portsmouth, Va.
WSAU, Wausau, Wis.

Canadian Stations

CFCN, Calgary, Alta.
CFQC, Saskatoon, Sask.
CKMO, Vancouver, B. C.
CFRN, Edmonton, Alta.
CKPR, Fort William, Ont.
CKCH, Hull, Que.
CHLT, Sherbooke, Que.

HELEN WOOD

New York City 17—551 Fifth Ave. Tel.: Vanderbilt 6-0522. Mgr.: Helen Wood.

Represents

*WIBX, Utica, N. Y.
*WSNY, Schnectady, N. Y.
WSRR, Stamford, Conn.
Connecticut State Network

ADAM J. YOUNG JR., Inc.

New York 18—11 W. 42nd St. Tel.: Longacre 3-1926. Mgr.: Adam J. Young Jr.
Chicago 2—55 E. Washington St. Tel.: Andover 5448. Mgr.: Robert S. Russell.

Represents

CKLW, Detroit
CFRB, Toronto
CKAC, Montreal
CJOR, Vancouver
CJAD, Montreal
CHUM, Toronto
CKY, Winnipeg
CKX, Brandon

Effective April 1: CKCO, Ottawa
CHRC, Quebec
CHML, Hamilton

We have instituted a new type of personalized representative service for a limited number of good radio stations.

ADAM J. YOUNG Jr.,
INCORPORATED

INDIVIDUAL STATION REPRESENTATION

*WCAU, Philadelphia

New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Harold Davis.
(WCAU is represented in Chicago by Virgil Reiter; Boston by Bertha Bannan; Los Angeles and San Francisco by Paul Raymer Co.)

*WGN, Chicago

New York City—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Norman Boggs.

WKAQ, San Juan, P. R.

New York City—International Telephone & Telegraph Corp., 67 Broad St. Tel.: Bowling Gr 9-3800. Mgr.: Leonard Jacob.

*WLW Cincinnati

Chicago—360 N. Michigan Ave. Tel.: State 0366. Mgr.: William P. Robinson.
New York City—630 Fifth Ave. Tel.: Circle 6-1750. Mgr.: Warren Jennings.
West Coast—Represented by Spot Sales Inc.

BROADCAST SALES CO.

New York 16—280 Madison Ave. Tel.: Murray Hill 5-2940 Mgr.: Peggy Stone
Chicago 1—360 N. Michigan Ave. Tel.: Randolph 9034. Mgr.: George Roesler.

Represents

WINN, Louisville

HOWARD C. BROWN CO.

Hollywood 28, Cal.—6404 Sunset Blvd. Tel.: Hollywood 6045. Mgr.: Howard C. Brown.

Represents

3XY, Melbourne, Australia
New Zealand Commercial Radio Stations

B. FRANK COOK

(Associated with Ward-Griffith Co. Inc., Newspaper Representatives)

Atlanta—Marietta St. Bldg. Tel.: Walnut 1231. Mgr.: B. Frank Cook.

(*Representation in the South Only*)

*WFBC, Greenville, S. C.
*WALB, Albany, Ga.

DON DAVIS

Kansas City 6—Scarritt Bldg. Tel.: Harrison 1161.
New York City 17—507 Fifth Ave. Tel.: Vanderbilt 6-2550.
Chicago 1—333 No. Michigan Ave. Tel.: Central 7980.
Hollywood 28—5855 Hollywood Blvd. Tel.: Hollywood 6211.

Represents

WHB, Kansas City.

HUMBERTO D. GONZALEZ

New York—220 W. 42nd St. Tel.: Wisconsin 7-1166.

Represents

RHC, Cadena Azul, Havana, Cuba

MELCHOR GUZMAN COMPANY Inc.

New York City—9 Rockefeller Plaza. Tel.: Circle 7-2450. Mgr.: A. M. Martinez.

(*Represents stations in Cuba, Mexico, Central and South America*)

HOMER HOGAN & CO.

Chicago 11—410 No. Michigan Ave. Tel.: Whitehall 4488. Mgr.: Homer Hogan.

Represents

KWBU, Corpus Christi, Tex.

INTERCOLLEGIATE BCSTG. STATION REPRESENTATIVES

New York City—507 Fifth Ave. Tel.: Vanderbilt 6-6075. Mgr.: Louis M. Bloch Jr.

(*Represents Campus Stations at Yale, Columbia, Cornell, Brown, Williams, Union College, Har Alabama, Barnard, Pembroke, Haverford, Bryn Mawr, Maryland, Radcliffe, Stephens College*)

NORTH AMERICAN ADVERTISING AGENCY

San Antonio 6, Tex.—Moore Bldg. Tel.: Cathedral 7861. Mgr.: James A. Savage.

Represents

XEG, Monterrey, N. L., Mexico
XERB, Rosarito Beach, B. C., Mexico

†TEXAS DAILY PRESS LEAGUE, Inc.

Chicago—360 No. Michigan Ave. Tel.: Franklin 5241. Mgr.: D. B. Milliken.

Represents

WDWS, Champaign, Ill.

TRI-CITY STATIONS OF VIRGINIA

Lynchburg, Va.—Allied Arts Bldg. Tel.: 3032. Mgr.: Philip P. Allen.

Represents

WLVA, Lynchburg, Va.
WBTM, Danville, Va.
WSLS, Roanoke, Va.

"Let's get together!"

● Reconversion will bring an abrupt end to the honeymoon of over-the-transom business. It will mean that stations will have to do some good, old-fashioned *selling*.

Right there is where the Howard H. Wilson Co. fits into your picture, because *we've never stopped selling* . . . even when times were good.

Ready to go to work for you are 19 experienced salespeople with a total of 185 years of radio sales experience. They're located in six key areas where the bulk of radio business originates. Time buyers and advertisers know them by their first names. Their number is purposely large so that every station will receive *full* representation.

Let's Get Together!

Phone, wire or write our nearest office.

HOWARD H. WILSON CO.

New York
551 Fifth Ave.

Chicago
75 E. Wacker Drive

San Francisco
681 Market St.

Hollywood
6362 Hollywood Blvd.

Portland
Studio Building

Directory of 1945

NATIONAL AND REGIONAL RADIO ADVERTISERS

And Their Agencies

United States and Canada

n. Network programs *rn.* Regional network programs *sa.* Local studio announcements *sp.* Local studio programs *t.* Transcriptions *ta.* Transcription announcements *ne.* New programs

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A

ABBOTTS DAIRIES, Philadelphia (milk). Agency: Richard A. Foley Adv., Philadelphia. *sa*

ABRAHAM & STRAUSS, Brooklyn, N. Y. (dept. store). Neff-Rogow, N. Y. *sa*

ACME BREWING Co., San Francisco. Agency: Emil Brisacher, Davis & Van Norden, San Francisco. *ta sa sp t N*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri, Hurst & McDonald, Chicago. *n sp*

ADAM HAT STORES, New York (hat chain). Agency: Glicksman Adv. Co., N. Y. *ta sp n*

ADAM HATS (Canada), Toronto. Agency: MacLaren Adv. Co., Toronto.

ADLER SHOES (for men), New York (elevated shoes). Agency: Consolidated Adv. Agency, N. Y. *sa sp*

ADLERIKA Co., St. Paul (proprietary). Agency: Campbell-Mithun, Minneapolis. *sp*

ADMIRACION LABS., Harrison, N. J. (shampoo). See NATIONAL OIL PRODUCTS Inc., Harrison, N. J. Agency: Charles Dallas Reach, Newark, N. J. *sa*

ADMIRAL Corp., Chicago (radios). Agency: Curttenden & Eger, Chicago. *ne n*

AETNA LIFE INSURANCE Co. Hartford (and affiliates). Agency: Arthur Kudner Inc., N. Y. *ta*

ALASKA PACIFIC SALMON Co., Seattle. Agency: J. William Sheets Co., Seattle; Compton Adv., N. Y.

ALASKA STEAMSHIP Co., Seattle. Agency: Beaumont & Hohman, Seattle. *ne*

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agencies: Erwin, Wasey & Co., Chicago; Foote, Cone & Belding, Hollywood. *t rn sp sa*

ALBERS PACKING Co., Riverside, Cal. (ripe olives). Agency: Brisacher, Davis & Van Norden, Los Angeles. *sp*

ALKINE LABS., New Brunswick, N. J. (Flemolyn cough remedy). Agencies: Redfield-Johnstone, N. Y.; Jackson Adv., N. Y. *sa*

ALL-STATE INSURANCE Co., Chicago. Agency: E. H. Brown Adv. Agency, Chicago. *sa sp*

ALLEGHENY-LUDLUM STEEL Corp., Brackenridge, Pa. Agency: Walker & Downing, Pittsburgh. *sp n*

ALLES & FISCHER, Boston (J-A '63 cigars). Agency: L. B. Hawes, Boston. *sp*

ALLIED DRUG PRODUCTS Co., Chattanooga, Tenn. Agency: Liller, Neal & Battle, Atlanta. *t*

ALLIED LIQUOR INDUSTRIES, N. Y. Agency: Biow Co., N. Y.

ALLIED MILLS, Fort Wayne, Ind. (Wayne poultry & livestick feeds). Agency: Louis E. Wade Inc., Fort Wayne. *ta t sa*

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins Adv. Co., Milwaukee. *sa n sp*

ALUMINUM CO. OF AMERICA, Pittsburgh. Agency: Fuller & Smith & Ross, N. Y. *sp*

ALUMINUM INDUSTRIES Inc., Cincinnati. Agency: Keelor & Stites, Cincinnati. *sp*

FRED W. AMEND Co., Danville, Ill. (Chuckles candy). Agency: George H. Hartman Co., Chicago.

AMERICAN BAKERIES, Atlanta. Agency: Tucker, Wayne & Co., Atlanta. *ne*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston Barnett, Chicago. *n sp*

AMERICAN BREWING Co. ,New Orleans (Regel beer). Agency: Walker Saussy Adv., New Orleans. *n sp*

AMERICAN CAN Co., New York (Keg-lined beer cans). Agency: Young & Rubicam, N. Y. *n*

AMERICAN CHEMICAL PAINT Co., Ambler, Pa. Agency: Brennan-Margulis, Adv., St. Louis. *sp*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agencies: Badger, Browning & Hersey, N. Y.; Grant Adv., N. Y. *ta sa*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Ruthrauff & Ryan, N. Y. *sa n ta sp*

AMERICAN CYANAMID Co., N. Y. (Calco Chemical Division—Bleachette). Agencies: J. M. Mathes Inc., N. Y.; Donahue & Coe, N. Y. *sa*

AMERICAN DAIRY ASSN., Chicago. Agency: Campbell-Mithun Adv., Minneapolis. *sp*

AMERICAN EXPRESS Co., New York (delivery service). Agency: Caples Co., New York. *sa*

AMERICAN FOOD DEHYDRATION Co., Los Angeles (Copeland's chili & beans). Agency: Elwood J. Robinson Adv., Los Angeles. *sp*

AMERICAN GAS ASSN. Agency: McCann-Erickson, N. Y. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for: Affiliated Products, Anacin Co., Bi-So-Dol Co., 3-in-1 Oil, A. S. Boyle Co., Kolynos Co., Mystic Labs., Blackstone Products Co., Petrolagar Labs., John Wyeth & Bros., Wyeth Chemical Co. P. Duff & Sons. Agencies: Dancer-Fitzgerald-Sample (Kolynos, Bi-So-Dol), N. Y.; John F. Murray Adv. Amency, N. Y. (Anacin), Compton Adv., N. Y. (Aspertane). *ne n t sa sp ta*

AMERICAN INST. OF FOOD PRODUCTS, New York. Agency: Scheck Adv. Agency, Newark. *sp*

AMERICAN - JEWISH BROADCASTING Co., Los Angeles. Agency: Dean L. Simmons, Hollywood. *sp*

AMERICAN MEAT INSTITUTE, Chicago. Agency: Leo Burnett Co., Chicago. *sp*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *ne n sa sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp sa t ta*

AMERICAN POULTRY JOURNAL, Chicago. Agencies: Schaffer-Brennan-Margulies Adv. Co., St. Louis; Simmonds & Simmonds, Chicago. *sp*

AMERICAN POWER & LIGHT SUBSIDIARIES, Seattle (public utility). Agency: McCann-Erickson, San Francisco. *sp*

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem blades). Agency: Federal Adv. Agency, N. Y. *sa n sp*

AMERICAN SCHOOL, Chicago (correspondence school). Agencies: Equity Adv., N. Y., Buchanan & Co., Chicago; Reincke-Ellis-Younggreen & Finn, Chicago. *sp ne sa.*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *t ta sa sp rn*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan, Half & Half); L. H. Hartman Co., N. Y. (Herbert Tareyton); Ruthrauff & Ryan, N. Y. (Pall Mall); Foote, Cone & Belding. *sp n*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t sp*

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio (glass containers & closures). Agency: William H. Weintraub & Co., N. Y. *n sp*

E. O. ANDERSON Co., Los Angeles (Shontex). Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *n*

ANDES CANDIES, Chicago. Agency: George Hartman Adv. Co., Chicago.*ne sa*

ANGOSTURA - WUPPERMANN Corp., N. Y. (Angostura Bitters). Agency: Donahue & Coe, N. Y. *ta*

K. ARAKELIAN Inc., New York (wines). Agencies: Adrian Bauer Adv. Agency, Philadelphia; M. J. Jacobs Inc., N. Y. *sp ta sa*

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds). Agency: Presba, Fellers & Presba, Chicago. *ne sa t*

ARMAND Co., Des Moines (leg make-up). Agency: Ivan Hill Adv., Chicago. *sa*

ARMOUR & Co., Chicago (Treet, Perk). Agency: Foote, Cone & Belding, Chicago. *sa t sp ta n*

ARMSTRONG CORK Co., Lancaster, Pa. (Quaker rugs, linoleum products). Agency: BBDO, N. Y. *sp n*

ARTA COMETIC Co., Bloomfield, N. Y. (Sutra Sunfilter Cream). Agency: Murray Breese Assoc., N. Y. *sa*

ARVEY Corp., Chicago (R-V Lite glass substitute). Agency: First United Broadcasters, Chicago. *sa*

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Painless Parker tooth powder, paste). Agency: McCann-Erickson, San Francisco. *ne*

ASSOCIATED LABS., Long Island City (Vitamin Quota, Kelpamalt). Agencies: Benson & Dall, Chicago; Grady & Wagner, N. Y. *sa*

ASSOCIATED OIL Co., San Francisco. Agencies: Buchanan & Co., San Francisco. *sp*

ATLANTIC BREWING Co., Chicago (Tavern Pale beer). Agency: Weiss & Geller, Chicago. *sa sp*

ATLANTIC MACARONI Co., Long Island City, N. Y. Agency: Prudential Adv. Agency, N. Y. *sa*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIC SYRUP REFINING Co., Philadelphia (quaker Maid syrup). Agency: May Adv., Phila. *sa*

ATLAS BREWING Co., Chicago (beer). Agencies: Craig Dennison & Co., Chicago; McCann-Erickson, Detroit; Arthur Meyerhoff & Co., Chicago. *sa ne sa sp*

AUSTIN STUDIOS, Los Angeles (photographs). Agency: Glasser-Gailey & Co., Los Angeles. *sp n*

AVION Inc., Los Angeles (aircraft supplies). Agency: Hixson-O'Donnell Adv., Los Angeles. *sp*

AVOSET Inc., San Francisco (canned cream). Agency: Botsford, Constantine & Gardner, San Francisco. *ta, sp, sa*

AXTON-FISHER Tobacco Co., Louisville (All Americans, 20 Grand). Agencies: McCann-Erickson, Chicago; Hill Blackett & Co., Chicago. *sp n sa*

B

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sa sp ne*

B. T. BABBITT Co., New York (Bab-O cleanser). Agencies: Dancer-Fitzgerald-Sample, N. Y.; Maxon Inc., N. Y.; Duane Jones Co., N. Y. *sa n t sp*

BABSON BROS., New York (surge milking machines). Fogarty-Jordan-Phelps, Chicago. *sa sp*

BALI BRASSIERE Co., New York. Agency: Lester Harrison Assoc., N. Y. *sp*

BALL BROS. Co., Muncie, Ind. (bottle caps, jars). Agency: Applegate Adv. Agency, Muncie, Ind. *sa* *N*

P. BALLATINE & SONS, Newark (beer). Agency: J. Walter Thompson Co., N. Y. (owners of Christian Feigenspan Brewing Co.). *sa ta sp n*

BALLARD & BALLARD Co., Louisville (Obelisk flour). Agencies: Henri, Hurst & MacDonald, Chicago; Foote, Cone & Belding, N. Y. *sp n*

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSN., San Francisco. Agency: J. Walter Thompson Co., San Francisco. *rn sp ta sa n*

BARBASOL Co., Indianapolis (shavi cream). Agency: Erwin, Wasey & C N. Y. *ne sa n*

G. E. BARBOUR & Co., St. John, N. (wholesale grocers). *t*

BARCO LABS., Brooklyn (Barcolene hou hold cleaner). Agency: Sheck Adv., Newa *sa*

BARKER FOOD•PRODUCTS Co., Los A geles (dehydrated soups). Agencies: Gla ser-Gailey & Co., Los Angeles; Erwi Wasey & Co., Los Angeles. *sp*

BARNEY'S CLOTHES, New York. Age cy: Emil Mogul & Co., N. Y. *sa sp ne*

BARRON-GRAY PACKING Co., San Jos Cal. (Here's Health vegetable juice). Agen cy: Long Adv. Service, San Jose, Cal.

HERMAN BASCH & Co., N. Y. (fur Kelly, Nason Inc., N. Y. *sa n*

BATHASWEET Corp., New York (Bath sweet). Agency: H. M. Kiesewetter Ad Agency, N. Y. *sa sp n*

BATTLE PHARMACEUTICAL Co., T ronto. Agency: Tandy Adv. Agency, T ronto. *sa*

BAUER & BLACK, Chicago (Blue J foot products). Ruthrauff & Ryan, N. Y.

BAUER & BLACK, Toronto. Agency: Coc field, Brown & Co., Toronto. *sa*

BAYER Co., New York (Bayer's aspirin Agency: Dancer-Fitzgerald-Sample, N. *n sp t*

BAYER-SEMESAN Co., Wilmington, De (seed innoculator). Agency: Thompso Koch Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Philli Cigars). Agency:a Ivey & Ellington, Phi adelphia. *n ne*

BEAU BRUMMELL TIES Inc., Cincinna O. Agency: Ralph H. Jones Adv., Cinci nati. *sa sp*

BEATRICE CREAMERY Co., Chicag (Meadow Gold ice cream and butter Agency: Foote, Cone & Belding, Chicag *rn sp t sa*

BEAUMONT LABS., St. Louis (4-Wa cold tablets). Agencies: H. W. Kastor Sons, Chicago (4-Way Vaporizing Rub Russel M. Seeds Co., Chicago; Donahue Coe, N. Y. *ta ne n*

BEECHAM & ASSOCIATED PRODUCT Bloomfield, N. J. (Brylcreme hair prepara tion). Atherton & Currier, N. Y. *sa*

BEECH-NUT PACKING Co., Canajohari N. Y. (chewing gum). Agency: Newel Emmett Co., N. Y. *sa ta*

BEEMAN'S LABORATORY, Atlant (BGO, BQR remedies). Agency: Harv Massengale Co., Atlanta. *sp ta*

PAUL F. BEICH Co., Bloomington, (Whiz candy bar). Agencies: Ferry-Hank Co., Chicago; Kane Adv. Agency, Bloomin ton; Arthur Meyerhoff ,Chicago. *sp rn ta*

BEKINS VAN & STORAGE Co., Los An geles. Agencies: Brooks Adv. Agency, Lo Angeles; Charles M. Stahl Adv. Agenc Hollywood. *sa sp n ne*

BELL BROOK DAIRIES, San Francisc (milk). Agency: Botsford, Constantine Gardner, San Francisco. *ta sa*

BELL TELEPHONE Co., of Canada, Mont real (Yellow Directory Pages). Agencies Cockfield-Brown & Co., Montreal. *sa*

BELL TELEPHONE Co. of Penna, Pitts burgh (service). Agency: Gray & Rogers Phila. *sa*

BELL TELEPHONE SYSTEM, New York Agency: N. W. Ayer & Son, N. Y. *n sp*

BELMONT LABS., Detroit (Belo foo products). Agency: Smith & Sweeney N. Y.

BENDIX AVIATION Corp., South Ben Agency: Lennen & Mitchell , N. Y. *sp*

BENDIX HOME APPLIANCE Inc., Sout Bend. Agency: Ruthrauff & Ryan, Chicag *sa*

BENEFICIAL CASUALTY INSURANC Co., Los Angeles. Agencies: Stodel Adv Co., Los Angeles; Marcel Schulhog & Co N. Y. *ne*

(*Continued on page 236*)

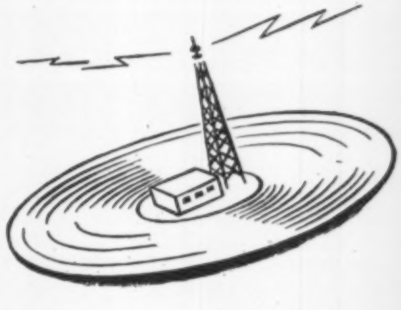
for Regional . . . Local . . . and National Advertisers

WITH LOCALIZED SELLING PLANS

NBC Radio-Recorded Shows

• When you consider the quality of talent . . . writing . . . and production behind each and every NBC Radio-Recorded show . . . you will quickly understand why they are in such demand by *regional* advertisers whose distribution precludes the use of networks . . . *local* advertisers who want network calibre programs at a modest cost . . . *national* advertisers who wish to put extra sales pressure in certain markets.

Among the outstanding shows produced and recorded by NBC . . . and now reaping excellent results in spot markets for many well-known advertisers . . . are those listed here.



The Weird Circle	78	30 min.	1-a-week
Come and Get It	78	15 min.	3-a-week
Destiny Trails	78	15 min.	3-a-week
Betty and Bob	390	15 min.	5-a-week
Modern Romances	156	15 min.	3-a-week
Stand by for Adventure	78	15 min.	2-a-week 1-a-week
Through The Sport Glass	52	15 min.	Optional
Time Out with Allen Prescott	26	15 min.	Optional
Time Out with Ted Steele and Grace Albert	26	15 min.	Optional
Carson Robison and his Buckaroos	117	15 min.	Optional
The Name You Will Remember	260	5 min.	3-a-week or more
Let's Take a Look in your Mirror with Stella Unger	156	5 min.	3-a-week
Getting the Most Out of Life Today with Dr. Wm. L. Stidger	117	5 min.	3-a-week
Five Minute Mysteries	66	5 min.	Optional
Happy the Humbug	39	15 min.	3-a-week

The number of programs in each series is as-of-press-time. Additional programs frequently added, so check with us.

• For advertisers who want their own custom-built program . . . anything from a Station Break to a Musical Variety Show . . . NBC's complete staff of writers, production and musical directors . . . complete technical and manufacturing facilities . . . are available to do the entire job . . . from script to finished pressing. For agencies with their own programing staffs, studio and technical facilities are available.

National Broadcasting Co.

NBC RADIO-RECORDING DIVISION

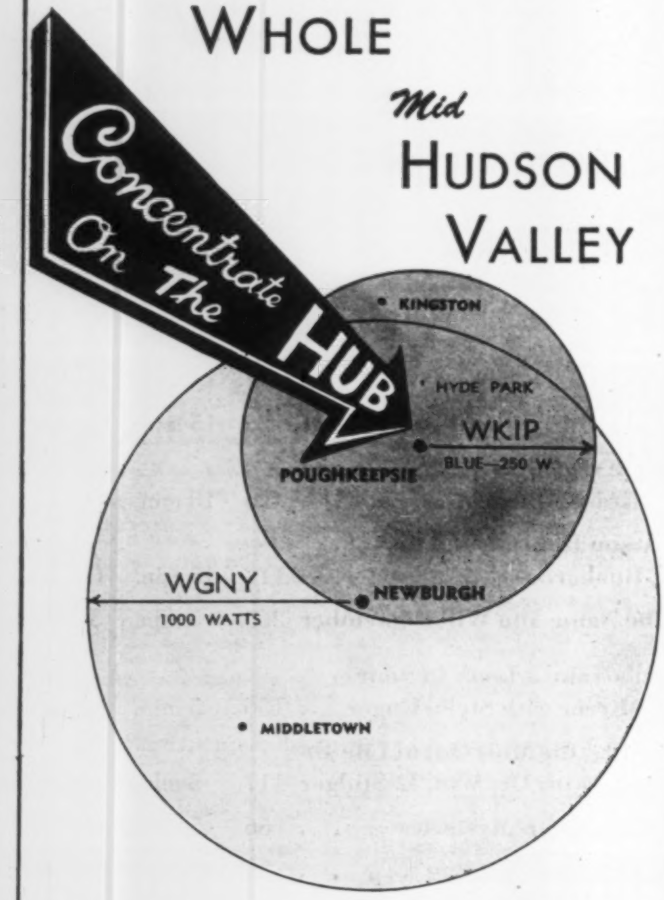
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

BETTER
BUY
BOTH

Cover the
WHOLE
Mid
HUDSON
VALLEY



There are *one hundred thousand radio homes* in the six counties of the rich Mid-Hudson Valley—*all* served by WGNY. WKIP *doubles* the coverage and adds the prestige and audience of *Blue* Network service in the 50,000 radio homes *concentrated* within *its* Primary Area.

BLUE NETWORK
WKIP
POUGHKEEPSIE

1000 WATTS
WGNY
NEWBURGH

New York

Represented Nationally
HEADLEY - REED COMPANY

RADIO ADVERTISERS

(*Continued from page 234*)

BEN HUR PRODUCTS Inc., Los Angeles (grocery products). Agencies: Theodore B. Creamer Adv., Los Angeles; Barton A. Stebbins Adv. *sp n*

BENJAMIN & JOHNES, N. Y. (Bien Jolie corsets). Agency: Alfred F. Tokar, Newark. *sp*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BENSON & HEDGES, New York (Virginia Rounds). Agency: Arthur Kudner Inc., N. Y. *ne sa*

BERKSHIRE KNITTING MILLS, Reading, Pa. (hosiery. Agency: Geore- Marston, Philadelphia. *sp sa*

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa*

BETHLEHEM STEEL Co., Bethlehem, Pa. Agency: Jones & Brakeley, N. Y. *sp*

BISCEGLIA BROS. WINE Corp., Philadelphia. Agencies: J. M. Korn & Co., Phila.; Pettinella Adv., N. Y. *sp ne ea*

BLACKHAWK BREWING Co., Davenport, Ia. (Blackhawk topping). Agency: H. W. Kastor & Sons, Chicago.

BLATCHFORD FEEDS, Toronto. Agency: F. H. Hayhurst Co., Toronto. *sa*

BLOCK DRUG Co., Jersey City. Agencies: Redfield-Johnstone, N. Y.; Raymond Spector Co., N. Y. (Gold Medal capsules); J. Walter Thompson, N. Y. (Dental Grip). *t sp sa*

BLUE JAY MFG. Co., Huntington, W. Va. (overalls). *sp*

BLUE MOON FOODS Inc., Thorp, Wis. (cheese). Agency: Reincke, Ellis, Younggreen & Finn, Chicago. *ta*

BOND STORES, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa sp*

BOOTS AIRCRAFT NUT Corp., New Canaan, Conn. Agency: Cecil & Presbrey, N. Y. *so n*

BORDEN'S ASSOCIATED COMPANIES, San Francisco (dairy products). Agencies: McCann-Erickson, San Francisco; Young & Rubicam, Hollywood. *sp*

BORDEN Co., New York (dairy products). Agencies: BBDO, N. Y.; Young & Rubicam, N. Y. (Reid's ice cream); Pedlar & Ryan, N. Y.; Kenyon & Eckhardt, N. Y. *sa*

BORDEN Co., Toronto (milk products). Agency: Young & Rubicam, Toronto. *sp sa*

BOSTON & MAINE RR, Boston (transportation). Agency: Harold Cabot & Co., Boston. *sa t*

BOTANY WORSTED MILLS, Passaic (cosmetics). Agency: Alfred J. Silberstein Inc., N. Y. *sp n*

BOURJOIR Inc., N. Y. (cosmetics). Agency: Foote, Cone & Belding, N. Y. *sp*

BOWEY'S, Chicago (Dari-Rich chocolate drink). Agency: Sorenson & Co., Chicago. *n sp*

A. S. **BOYLE** Co., Jersey City (Old English wax, Rug-Sta, Samoline, Fly Ded, Black Flag, 3-In-One oil). Agency: Dancer-Fitzgerald-Sample, N. Y. *n sp*

BOZEMAN CANNING Co., Mt. Vernon, Wash. (Pictsweet frozen foods). Agency: Ruthrauff & Ryan, Seattle. *sp*

E. J. **BRACH & SONS**, Chicago (candy). Agencies: U. S. Adv. Corp., Chicago; Hill Blackett & Co., Chicago. *sa ta*

BREAKFAST CLUF COFFEE, Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp sa*

JOHN H. **BRECK** Inc., Springfield, Mass. (hair preparation). Agency: Charles H. Sheldon Adv. Co., Springfield. *sp*

M. J. **BREITENBACH** Co., N. Y. (Gude's Pepto-Mangan). Agency: Joseph Katz, N. Y. *sa*

BREYER ICE CREAM Co., Philadelphia. Agency: McKee & Albright, Philadelphia. *sa*.

C. A. **BRIGGS** Co., Cambridge, Mass. (H-B cough drops). Agencies: Horton-Noyes Co., Providence; Samuel C. Croot, N. Y. *sa ta sp*

L. S. **BRIGGS** Inc., Baltimore (meat). Agency: Courtland D. Ferguson Inc., Baltimore. *sa*

H. C. **BRILL** Co., Newark (spaghetti sauce). Agency: Tracy Kent & Co., N. Y. *sa*

BRISTOL-MYERS Co., New York. Agencies: Young & Rubicam, N. Y. (Mint Rub, Tuesday, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberset products); Doherty, Clifford & Shenfield, N. Y. (Ipana, Vitalis, Ingram's shave cream, Mum and D-D tooth brushes). *n sp t ne*

BRISTOL-MYERS Co., Canada, Montreal (Sal Hepatica). Agency: Ronalds Adv. Agency, Montreal. *sa*

BROMO SELTZER Ltd., Toronto (pro-prietary). Agency: Ruthrauff & Ryan, N. Y. *sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalo Wings cigarettes, Bugler cigarette to bacco). Agencies: BBDO, N. Y. (Avalo cigarettes); Russel M. Seeds Co., Chica *t sp n*

BROWN SHOE Co., St. Louis. Agency Leo Burnett Co., Chicago. *sp*

LANE BRYANT, New York (clothing Agencies: Huber Hoge & Sons, N. Y.; E. Brown, Chicago; Erland Adv., N. Y Cramer-Tobias-Meyer, N. Y. *sa ne*

W. K. **BUCKLEY**, Rochester (Canadi Mixture). Agency: Armand S. Weill Co Buffalo. *sp*

W. K. **BUCKLEY** Ltd., Toronto. Agency Walsh Adv. Co. Ltd., Toronto. *ta*

BUICK MOTOR Co., Flint, Mich. (autos) Agency: Arthur Kudner, N. Y. *ta sa*

BUITONI PRODUCTS, New York (spa getti, sauce). Agency: Carlo Vinti Adv N. Y. *ta*

BULLOCK'S Inc. (dept. store), Los An geles. Agency: Dana Jones, Los Angele *ta sp*

BULOVA WATCH Co., New York (Bulov timepieces). Agency: Biow Co., N. Y. *sa*

BUNGE & BORN, Argentina parent company of S. A. Alba (paints, enamels and varnishes). Agency: McCann-Erickson, Buenos Aires.

BUNTE BROS CANDY Co., Chicag (Tango bars). Agency: Presba, Fellers Presba, Chicago. *sa sp*

BURGESS BATTERY Co., Chicag Agency: Duane Wannamaker Adv., Chi cago. *sa*

BURGESS BATTERY Co., Niagara Fall Ont. Agency: Stevenson & Scott, Toront *sa*

BURMA-VITA Co., Minneapolis (Burma Shave). Agency: MacFarland, Aveyard Co., Chicago *ta sa n*

BURNHAM & MORRILL Co., Portlan Me. (B & M baked beans). Agency Charles W. Hoyt Co., Boston. *ta sa*

W. ATLEE **BURPEE** Co., Philadelphi (seeds). Agency: Flagler Adv. Co., Buffal *sp n*

BURRUS MILL & ELEVATOR Co., For Worth (flour). Agencies: Cy Leland, For Worth; Rowland Broiles Co., Fort Worth *t rn sp ne*

BU-TAY PRODUCTS, Los Angeles (Rai drops detergent). Agency: Glasser-Gaile & Co., Los Angeles. *sa*

CAL-WESTERN MFGRS., Los Angele (Whee Products). Agency: Pacific Adv Service, Los Angeles. *sa*

C

CALAVO GROWERS OF CALIFORNIA Los Angeles (avocados). Agency: J. Wal ter Thompson Co., San Francisco. *sa rn*

DR. W. B. **CALDWELL** Inc., Monticell Ill. (proprietary). Agency: Sherman Marquette, Chicago. *ta t*

CALIFORNIA FRUIT GROWERS EX CHANGE, Los Angeles (Sunkist oranges) Agency: Foote, Cone & Belding, Los An geles. *n ne*

CALIFORNIA PACKING Corp., Sa Francisco (canned foot). Agency: McCan Erickson, San Francisco. *ne n t*

CALIFORNIA PRUNE & Apricot Growe Assn. (Sunsweet prunes). Agency: Lo Adv. Service, San Jose. *n*

CALIFORNIA WINE Co., Chicago (Ba loma wines). Agency: Erwin Meyer Co., Chicago. *ne*

CAMPANA SALES Corp., Batavia, I (Italian Balm). Agencies: Aubrey, Moo & Wallace, Chicago; Wallace, Terry, Hanle Chicao. *n sa*

CAMPBELL CEREAL Co., Minneapoli Minn. (Malt-O-Meal). Agency: H. Kastor & Sons, Chicago. *sa ta sp ne*

CAMPBELL SOUP Co., Camden (Camp bell soups, Franco-American foods). Age cies: Ward Wheelock Co., Philadelphi Ruthraug & Ryan, N. Y.; Foote, Cone Belding, N. Y. *sp n rn*

CAN MFG. INSTITUTE, N. Y. Agency Benton & Bowles, N. Y. *sa*

CANADA DRY GINGER ALE, New Yor (Canada Dry). Agency: J. M. Mathe N. Y. *ta sa sp t*

CANADA DRY GINGER ALE, Toront Agency: MacLaren Adv. Co. Ltd., Toronto *sp*

(*Continued on page 238*)

WRRF INSURES FULL COVERAGE WRRF

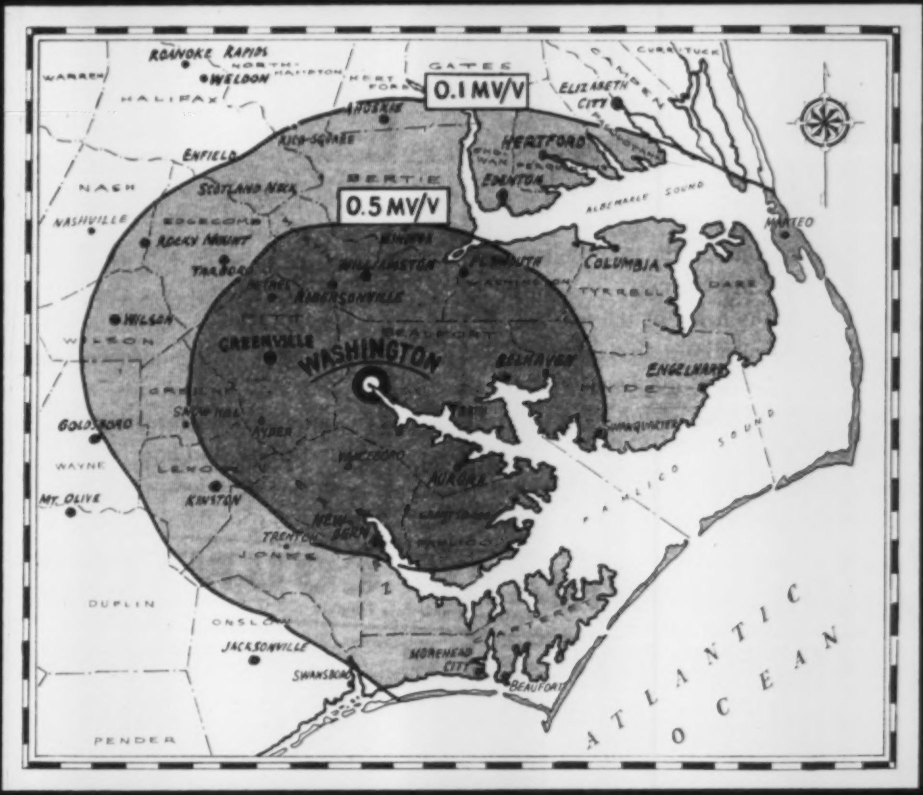
OF THIS HUNDRED MILLION DOLLAR MARKET IN EASTERN NORTH CAROLINA

THOUSANDS LISTEN TO THESE BLUE NETWORK PROGRAMS

Martin Agronsky—News
The Breakfast Club
My True Story
Weekly War Journal
Correspondents Around the World
Darts for Dough
Breakfast at Sardi's
Baukhage Talking—News
Walter Kiernan—News
Ladies, Be Seated
Mary Small Revue
Miss Hattie
Gilbert Martyn—News
Time Views the News
Sammy Kaye's Sunday Serenade
Terry and The Pirates
Metropolitan Auditions

EVERY WEEK OVER

WRRF



ROANOKE RAPIDS
NORTHAMPTON
WELDON
WARREN
HALIFAX
HERTFORD
GATES
0.1 MV/V
CAMDEN
CURRITUCK
ELIZABETH CITY
AHOSKIE
RICH SQUARE
ENFIELD
BERTIE
HERTFORD
EDENTON
NASH
SCOTLAND NECK
0.5 MV/V
ALBEMARLE SOUND
NASHVILLE
EDGECOMBE
ROCKY MOUNT
TARBORO
WINDSOR
WILLIAMSTON
PLYMOUTH
WASHINGTON
COLUMBIA
TYRRELL
DARE
MANTEO
BETHEL
ROBERSONVILLE
PITT
WILSON
GREENVILLE
BEAUFORT
WASHINGTON
BELHAVEN
ENGELHARD
HYDE
GREENE
SNOW HILL
GOLDSBORO
AYDEN
SWANQUARTER
WAYNE
VANCEBORO
AURORA
PAMLICO SOUND
LENOIR
KINSTON
MT. OLIVE
NEW BERN
TRENTON
PAMLICO
JONES
CRAVEN
DUPLIN
ONSLOW
CARTERET
JACKSONVILLE
MOREHEAD CITY
SWANSBORO
BEAUFORT
PENDER
ATLANTIC OCEAN

WRRF is the regional station . . . with national programming . . . in an area with over 600,000 population. Here are located over 67,000 radio homes which can be reached by no other station; here are over 6,188 retail stores doing an annual volume of over $100,000,000.00 . . . a most fertile field promising rich rewards year after year.

WRRF trade territory covers many small towns surrounded by rich farms . . . a STABLE area that insures good business *year after year* . . . never materially affected by fluctuations in general business conditions in more industrialized areas.

While buying per capita compares favorably with any other section, and has shown a marked increase the past few years, this has not been occasioned by any large influx of new population, or by war industries. Neither has there been any radical price inflation. This increase in buying power is due largely to higher prices for agricultural products (principally tobacco) coupled with more scientific farming methods, which have produced larger and more profitable crop yields.

Situated in the heart of one of the richest agricultural belts in the United States, WRRF offers the advertiser opportunities for exceptional profit from his advertising dollar NOW . . . and in the future.

WRITE US TODAY FOR OUR NEW INFORMATIVE FOLDER

WRRF

1000 WATTS • 930 KILOCYCLES
BLUE NETWORK
WASHINGTON-NORTH CAROLINA

TAR HEEL BROADCASTING SYSTEM, INC.

National Representatives: FORJOE & CO. NEW YORK • CHICAGO
PHILADELPHIA

AMERICA'S NO. 1 FARM MARKET

The area served by KMA (152 rich, productive counties in Iowa, Nebraska, Missouri, and Kansas) is one of the great American markets. Here, as elsewhere, 1944 broke all records for income and spending power—but even in normal years, our 2,905,224 people spend $154,991,000 in grocery stores; $31,082,000 in drug stores. Even in normal years their total retail purchases will exceed 812 million dollars!

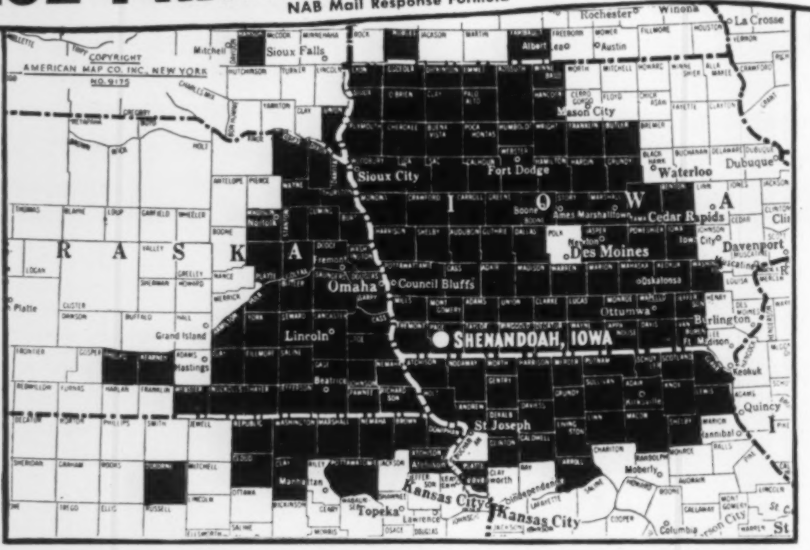
Take a good look at the map below. Those 152 KMA primary counties are right in the heart of the world's greatest farm region—first in corn, hogs, oats, poultry and eggs, value of farm buildings, value of farm implements and machinery! No wonder these 1,938,949 rural people had more money in 1944 than ever before—and are a 1945 market "must" for you.

This tremendous market is covered completely by KMA, the only regional station serving the entire area with two major networks. KMA is the only FULL-TIME farm station in this No. 1 farm market, and devotes hours daily to the specific needs of its people. That's why KMA is *listened* to as most stations would like to be!

Send now for our 1945 Mail Study. It gives you complete data on our market, our audience, our selling power. It contains a tremendous amount of interesting data on mail returns—and how to get them! Why not write—today?

152 PRIMARY COUNTIES

NAB Mail Response Formula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Ottumwa
Burlington
Platte
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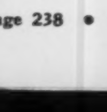
Lincoln
SHENANDOAH, IOWA
Hastings
Beatrice
Keokuk
Quincy
St Joseph
Hannibal
Atchison
Manhattan
Topeka
Lawrence
Kansas City
Independence
Moberly
Columbia
St

Blue Network
Mutual Network
5000 Watts
960 Kilocycles

KMA

The No. 1
Farm Station
in The No. 1
Farm Market



152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, Inc., Exclusive National Representatives

ADVERTISERS

(*Continued from page 236*)

CANADA PACKERS Ltd., Toronto (meat products). Agency: Cockfield, Brown & Co., Winnipeg. *ne*

CANADIAN BANKERS' ASSN., Montreal. Agency: R. C. Smith & Son, Toronto.

CANADIAN CANNERS, Hamilton, Ont. Agency: Russell T. Kelley Ltd., Hamilton, Ont. *sp*

CANADIAN CHEWING GUM Co., Toronto (Dentyne). Agency: Baker Adv. Agency. *sa*

CANADIAN GOVERNMENT. Agency: Advertising Agencies of Canada, Toronto. *sa*

CANADIAN MARCONI Co., Montreal (radio receivers). Agency: Cockfield, Brown & Co., Montreal. *sa ta*

CANADIAN NATIONAL CARBON Co., Toronto (Everready). Agencies: Clarke E. Locke, Toronto; Locke, Johnson & Co., Toronto. *n sp ta t*

CANADIAN SHREDDED WHEAT Co. Ltd., Toronto. Agency: Cockfield Brown & Co., Ltd., Toronto. *t*

CANDY BROS. MFG. Co., St. Louis (cough drops). Agency: H. W. Kastor & Sons, Chicago. *sa*

CAREY SALT Co., Hutchinson, Kan. Agency: McJunkin Adv. Co., Chicago. *t sa sp n*

CARGILL Inc., Minneapolis (livestock feeds). Agency: Olmstead & Foley, Minneapolis. *sa*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *sa*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *sp t*

CARNATION Co., Toronto (milk). Agency: Baker Adv. Agency, Toronto. *t sp*

CAROLINA BAKING Co., Columbia, S. C. Agency: Freitag Adv., Atlanta. *ta*

CARSON CITY BREWING Co., Carson City (Tahoe beer). *sa*

CARSON, PIRIE, SCOTT & Co., Chicago (dept. store). Agencies: Wade Adv. Agency, Chicago; Smith, Benson & McClure, Chicago. *sp*

CARTER COAL Co., New York (coke). Agency: Ralph H. Jones Co., Cincinnati. *sp rn t*

CARTER PRODUCTS, New York (liver pills, Arrid). Agencies: Street & Finney, N. Y.; Small & Seiffer, N. Y.; J. Walter Thompson Co., N. Y. (Superin, aspirin); Stack-Goble, N. Y.; Roche, Williams & Cleary, N. Y.; Ted Bates Inc., N. Y. (liver pills, Arrid). *sa t ta sp*

THE CASITE Corp., Hastings, Mich. (Casite). Agency: Keeling & Co., Indianapolis *ta*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agencies: Long Adv. Service, San Francisco; Botsford, Constantine & Gardner, San Francisco. *n*

CAT'S PAW RUBBER Co., Baltimore (heels & soles). Agency: S. A. Levyne Co., Baltimore. *ta*

CELANESE CORP. of America, New York. Agency: Young & Rubicam, N. Y. *n sp t*

CELCO SALES Corp., N. Y. (Celco-lene gasoline catalyzer. Agency: Birmingham, Castleman & Pierce, N. Y. *sa*

CELLOWAX CO., Baltimore (cleaning products). Agency: Azrael Agency, Baltimore. *ne*

CENTAUR Co., Rahway, N. J. (ZBT baby powder, Fletcher's Castoria). Agencies: Pedlar & Ryan, New York (Molle); Young & Rubicam, N. Y. *sa sp*

CENTENNIAL FLOURING MILLS Co., Seattle (Silk Sifted Flour). *sp*

CENTLIVRE BREWING Corp., Fort Wayne. Agency: Westheimer & Co., St. Louis. *ne sp*

CENTRAL WINERY, Fresno, Cal. (Legend, Lango, Golden Wine brands). Agencies: Weiss & Geller, New York; Gerald F. Thomas Adv. Corp., Fresno. *sa*

CHAMBERLIN LABS., Des Moines (hand lotion). Agencies: John H. Dunham; Cary-Ainsworth, Des Moines. *n sp sa*

CHARM KURL Co., St. Paul (permanent wave kit). Agencies: Guenther-Bradford & Co., Chicago; United Adv., Chicago. *sp*

CHARMS CANDY Co., Bloomfield, N. J. (Tastyeast). Agency: C. L. Miller Co., N. Y. *sa*

DR. A. W. CHASE MEDICINE Co., Oakville, Ont. Agency: Ardiel Adv. Agency, Oakville, Ont. *ta sa*

CHATHAM MFG. Co., N. Y. (blankets). Agency: M. H. Hackett Co., N. Y. *sp*

(*Continued on page 240*)

In the Big Sticks

. . . . there will be no Recession

When war came to the land of the Redwoods the people turned to war production. It was production mainly they had been doing in peacetime—Redwood lumbering, dairying and fishing. Shipyards and military posts added to the population. But those who were in the Redwood area before the war are there today and will be there postwar. That is why advertising placed now in the land of *Big Sticks* attains maximum results.

KIEM in the heart of the Redwoods and KUIN at the northern end of the Redwood Empire enables you to talk to the *Big Sticks*. Certainly there aren't many people in this area but they are solid. They like the climate that is warm when other people shiver and that is cool when other people fry. They like their own radio stations and give them such Hoopers as 98% daytime and 77% nighttime.

KIEM and KUIN like to serve the *Big Sticks*. The men from these stations now in the military want to return to the Redwoods. These are reasons why KIEM purchased the Humboldt Golf & Country Club for an FM site. These are reasons why KIEM has such services as 60 remote outlets, INS, UP, MacGregor, Standard and World.

The Big Sticks and their radio stations continue on a war operation basis. They don't like the Japs. They never did and that is why they ran all Japs out of the Big Sticks in the early 1900's.

KIEM

1000 Watts
EUREKA, CALIF.
DLBS — MBS

●

KUIN

250 Watts
GRANTS PASS, ORE.
DLBS — MBS

ONLY
KROD
NEW MEXICO
ARIZONA
HOT SPRINGS
DEMING
LORDSBURG
LAS CRUCES
El Paso
CARRIZOZO
ALAMOGORDO
CARLSBAD
TEXAS
FABENS
VAN HORN
SIERRA BLANCA

Covers ALL
The rich, important
EL PASO
Southwest Market

1. Vast Radio-Isolated Area
2. Prosperous, Ready-to-Buy Customers Live Here
3. Area is Rich in Cotton, Cattle, Copper and Climate
4. Complete CBS Schedule
5. No Rate Increase on KROD

CBS
KROD
600 KC 1000 Watts
EL PASO, TEXAS
DORRANCE RODERICK, Owner
VAL LAWRENCE, Manager
HOWARD H. WILSON CO., National Representatives

RADIO ADVERTISERS

(Continued from page 238)

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agencies: Nelson Chesman & Co., Chattanooga; McCann-Erickson, N. Y. *sa sp ta*

CHEF BOY-AR-DEE QUALITY FOODS, Milton, Pa. (spaghetti). Agency: Mel Junkin Adv. Co., Chicago. *ne*

CHEMICAL RESEARCH FOUNDATION, Wilmington, Del. (Sterilin, medicated cream). Agency: Vernik Adv. Agency, Philadelphia. *sp*

CHEMICALS Inc., San Francisco & Oakland (Vano). Agencies: Botsford, Constantine & Gardner, San Francisco; Sidney Garfinkle A. A., San Francisco; Garfield & Guild, San Francisco. *sp sa n*

CHESAPEAKE & OHIO RAILWAY Co., Huntington, W. Va. Agency: Kenyon & Eckhardt, N. Y. *sp n*

CHESAPEAKE & POTOMAC TELEPHONE Co., Baltimore. Agency: Henry Kaufman Adv., Washington. *sa*

CHESEBROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n sa sp*

CHICAGO, BURLINGTON & QUINCY RAILROAD, Chicago. Agency: Reincke-Ellis-Younggreen & Finn, Chicago. *sp*

CHICAGO DAILY NEWS, Chicago (newspaper). Agency: Schwimmer & Scott, Chicago. *t sp sa*

CHICAGO MAIL ORDER Co., Chicago. Agency: Buchanan & Co. Chicago. *sp*

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RY., Chicago. Agency: Roche, Williams & Cleary, Chicago. *ta*

CHICAGO SUN, Chicago (newspaper). Agencies: Wade Adv. Agency, Chicago; MacFarland-Aveyard & Co., Chicago, and direct. *ne*

CHRISTMAS CLUB, New York. Agency: Brooke, Smith, French & Dorrance, N. Y. *ta*

CHRISTOPHER CANDY Co., Los Angeles. Agency: Hillman-Shane-Breyer, Los Angeles. *t sp*

CHRYSLER Corp., Detroit (Chrysler, Dodge, De Soto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y. (Dodge); J. Stirling Getchell, N. Y. (Plymouth, De Soto); Lee Anderson Adv. Co., Detroit; McCann-Erickson, Detroit; N. W. Aver & Son, Detroit (sales div.); BBDO (De Soto). *n sa ta*

CHURCH & DWIGHT, New York (soda). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa t*

CHURCHES OF CHRIST, Glendale, Cal. (religious). Agency: Dean L. Simmonds Adv., Hollywood. *t*

CHURNGOLD Corp., Cincinnati (margarine). Agency: W. F. Holland Agency, Cincinnati. *sa*

CHURNO FOOD PRODUCTS, Hollywood (butter substitute). *sa*

CINCINNATI GAS & ELECTRIC Co., Cincinnati. *sp*

CITIES SERVICE Co., New York (petroleum products, power). Agency: Foote, Cone & Belding, N. Y. *n sa sp*

CITIES SERVICE OIL Co., Toronto. Agency: Spitzer & Mills, Toronto. *sp sa n*

HAROLD H. CLAPP Inc., Rochester. Agencies: Young & Rubicam, N. Y.; McCann-Erickson Inc., San Francisco. *n ta*

CLARK BROS. CHEWING GUM Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *n*

D. L. CLARK Co., Pittsburgh (candy). Agency: Albert P. Hill Co., Pittsburgh. *sa ta n sp*

CLEAN-O-CHEMICAL, N. Y. (cleaner). *sp*

CLEARFIELD TAXIDERMY Co., Clearfield, Pa. (furs). Agency: Walker & Downing, Pittsburgh. *sa*

F. W. CLEMENTS PRODUCTS Co., Rochester, N. Y. (patent medicine). Agencies: Hutchins Adv. Co., Rochester; Armand S. Wiel Co., Buffalo. *sp*

CLEVELAND CLEANER & PASTE Co., Cleveland. Agency: Bayless-Kerr Co., Cleveland. *sa*

CLICQUOT CLUB Co., Millis, Mass. (gingerale, soda). Agency: N. W. Ayer & Son, N. Y. *sa ta*

CLINTON WATCH Co., Chicago. Agency: Malcolm-Howard Adv., Chicago. *sa*

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles (investments). Agency: Robert F. Dennis Adv. Agency, Los Angeles. *sa sp*

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*

COCILANA Inc., N. Y. (cough nips). Agency: Al Paul Lefton, Philadelphia. *sa ne*

COLDSTREAM PRODUCTS Co. (Margarine). Agency: McCann-Erickson, San Francisco. *n sp*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap, cosmetics). Agencies: Sherman & Marquette, Chicago (Cashmere Bouquet, Halo, tooth powder, Colgate shave creams); Ted Bates Inc., Chicago (dental cream, Palmolive shave cream, Octagon, Klek, Palmolive soap); Ward Wheelock Co., N. Y.; Wm. Esty & Co., N. Y. (Super Suds); Leon Livingston Adv., San Francisco, *n sa sp ta t*

COLGATE-PALMOLIVE-PEET Co., Toronto. Agencies: L. J. Haegarty & Assoc.; Lord & Thomas, Toronto. *n rn*

COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser-Gailey & Co., Los Angeles. *sa ta ne n sp*

COLUMBIA BAKING Co., Atlanta. Agency: Freitag Adv. Agency, Atlanta. *ta*

COLUMBIA PICTURES Corp., New York. Agency: Weiss & Geller, N. Y. *sa*

COMIC CORP. OF AMERICA, N. Y. (magazines). Agency: Ralph H. Jones Co., N. Y. *sa*

COMMONWEALTH EDISON Co., Chicago. Agency: Foote, Cone & Belding, Chicago. *sp*

W. G. COMSTOCK Co., Toronto (Dr. Morse's Pills). Agency: Jack Murray Ltd., Toronto. *sp*

CONGRESS CIGAR Co., Newark & New York (La Palina). Agencies: Marschalk & Pratt, N. Y.; Schwimmer & Scott, Chicago. *n sa sp*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc). Agency: Erwin Wasey & Co., N. Y. *n sa sp ta*

CONSOLIDATED DRUG TRADE PROD-UCTS, Chicago (perfumes). Agencies: Benson & Dall, Chicago (Venture han lotion, Zymole Trokeys); Arthur Meyerhof & Co., Chicago. *sp*

CONSOLIDATED HAIR GOODS Co., Ch cago (Fij-Oil Shampoo). Agency: Malcolm Howard, Chicago.

CONSOLIDATED PRODUCTS Co., Dan ville, Ill. (buttermilk products). Agency Mace Adv. Agency, Peoria. *sp sa*

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (proprietary). Agencie Benson & Dall, Chicago (Krank's Sha Cream); Arthur Meyerhoff, Chicago. *t n*

CONTI PRODUCTS Corp., New Yor (soap). Agency: Bermingham, Castlema & Pierce, N. Y. *ne n* —

CONTINENTAL BAKING Co., Ne York (Wonder bread & Hostess cake Agencies: Benton & Bowles, N. Y.; Te Bates Inc., N. Y. *sa sp ta n*

CONTINENTAL OIL Co., Ponca Cit Okla. (Conoco). Agency: Geyer, Corne & Newell, N. Y. *sa sp*

COOK PAINT & VARNISH Co., Kans City. Agency: Bruce Brewer & C Kansas City. *sa*

COOPER & COOPER Inc., Brookly (razor blades). Agencies: Heffelfing Agency, N. Y.; Casanave & Pearson, N. *sa*

CORINTHIA Inc. (cosmetics), N. Agency: Arthur Rosenberg, N. Y. *sa n*

DR. B. L. CORLEY'S PRODUCT, Sa Francisco (medicinal). Agency: Rhoade & Davis Adv., San Francisco. *sp*

CORN PRODUCTS REFINING Co., New York). Agencies: Gotham Adv. Co., N. Y. (Karo); C. L. Miller Co., N. Y. (Kremel, Mazola, Linit). *sa n*

CORNING GLASS WORKS, Corning, N. Y. Agency: BBDO, New York. *ta*

CORSAN PRODUCTS, N. Y. (Venoka flavoring). Agency: Morse International, N. Y. *sa*

G. N. COUGHLAN Co., West Orange, N. J. (Chimney Sweep soot destroyer). Agency: Roche, Williams & Cleary, N. Y. *sa*

COUNTY PERFUMERY Co., Bloomfield, N. J. (Brylcreme hair lotion). Agency: Atherton & Currier, N. Y. *sa ta*

CRACKER JACK Co., Chicago (popcorn). Agency: Rogers & Smith, Chicago. *ne*

CRAWFORD CLOTHES, New York. Agency: Al Paul Lefton Co., N. Y. *sa sp ne*

CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Benson & Dall, Chicago; Rogers & Smith, Dallas. *rn t*

(Continued on page 242)

Every Minute for the SPONSOR

To cover Brooklyn's Three Millions individually every minute—put Brooklyn's only full-time Radio Station, WBYN to work for your product... at the lowest cost per dollar... per listener... per result!

"minute station" service exclusively with

WBYN

BROOKLYN

1430 ON THE DIAL

Every Minute for the LISTENER

a minute of news (A. P.—I. N. S.), local, state, national, overseas... then a minute of music... followed by a minute of racing results (*exclusive* "from the track" reports 12 to 8:30 daily)... then music again... then other sports... Continuous minute spotting of all you want to hear... on *one* station, WBYN the *only* Minute Station!

For availabilities:
WILLIAM NORINS,
Gen. Mgr.
Station WBYN
1 Nevins Street
Brooklyn, N. Y.

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(*Continue from page 240*)

CREAM DOVE MFG. Co., Binghampton, N. Y. (peanut butter). *sa*

CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. *n sp*

CREW OF GOOD SHIP GRACE, Los Angeles (religious). Agency: Cochran Adv. Co., Los Angeles. *rn t n*

CROSLEY Corp., Cincinnati. Agency: Roy S. Durstine Inc., N. Y. *sp*

CROWELL-COLLIER PUBLISHING Co., New York (American, Woman's Home Companion, Colliers). Agency: McCann-Erickson, N. Y. *sp*

CROWN DIAMOND PAINT Co., Montreal. Agency: McConnell, Eastman & Co., Montreal. *sa*

CROWN DRUG Co., Kansas City. *ne*

CROWN PRODUCTS, Los Angeles (jams, jellies). Agency: Hillman-Shane-Breyer, Los Angeles. *sp*

CROW'S HYBRID CORN Co., Millford, Ill. Agency: Critchfield & Co., Chicago.

CUDAHY PACKING , Co., Chicago & Kansas City (Puritan ham, Old Dutch Cleanser). Agencies: Roche, Williams & Cleary, Chicago; Reiwitch & Wittenberg, Chicago; Dancer-Fitzgerald-Sample, Chicago; Critchfield & Co., Chicago; Grant Adv., Chicago (Old Dutch Cleanser); Campbell-Sanford Adv. Co., Cleveland. *n sp t sa*

CUMMER PRODUCTS Co., New York & Bedford, O. (Mollé shaving cream, Energine, Diamond Dyes). Agency: Young & Rubicam, N. Y. *n sp*

CUNNINGHAM DRUG Co., Detroit. Agency: Simons-Michelson Co., Detroit. *ne*

CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post). Agencies: BBDO, N. Y.; MacFarland, Aveyard & Co., Chicago. *ta*

CURTISS CANDY Co., Chicago (fruit juice, candy). Agency: C. L. Miller Co., New York & Chicago. *n ta sa*

D

DAD'S ROOT BEER Co., Chicago (root beer). Agencies: Malcolm-Howard, Chicago; J. M. Korn & Co., Philadelphia. *sa ta*

DAGGETT & RAMSDELL (Canada), Toronto (cosmetics). Agency: Cockfield, Brown & Co., Toronto. *sp*

DALY BROS SHOE Co., Boston (Air-O-Magic shoes for men). Agency: Norman D. Waters & Assoc., N. Y. *sa*

VIRGINIA DARE EXTRACT Co., Brooklyn (flavoring extracts). Agency: Scheck Adv. Agency, Newark. *sa*

D'ARRIGO BROS., Boston (Andy Boy broccoli). Agency: Chambers & Wiswell, Boston. *sa*

H. I. DAVI MFG. Co., Oakland (Miracle Foam). Agency: Jewell Adv., Oakland. *ne*

DAVIS & LAWRENCE Co., Dobbs Ferry, N. Y. (proprietary drugs & medicine). Agency: Irwin Vladimir & Co., N. Y. *sp*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y. (Cocomalt); Murray Breese Assoc.; Charles Dallas Reach, Newark (Cut-Rite waxed paper); Charles Hoyt Co., N. Y. (O. K. baking powder, Davis baking powder); Thomas K. Ellis & Co., N. Y. *n sp t sa*

DAY & NIGHT MFG. Co. (heaters). Agency: Hixson-O'Donnell Adv., Los Angeles. *ne n*

DEISEL-WEMMER-GILBERT Co., Detroit (R. G. Dun cigars). Agency: Century Adv. Agency, Detroit. *sp n*

DeKALB AGRICULTURAL Assn., DeKalb, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wisc. *sp t sa*

R. U. DELAPENHA & Co., N. Y. (marmalade). Agency: Gotham Adv., N. Y. *sa*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n sp*

DENALAN Co., San Francisco (toothpowder). Agency: Rhoades & Davis, San Francisco. *sp n*

DENVER CHEMICAL MFG. Co., New York (Antiphlogistine, Gelatest). Agency: Badger, Browning & Hersey, N. Y. *sa*

DePREE CHEMICAL Co., Holland, Mich. Agency: Roche, Williams & Cleary, Chicago.

DERBY FOODS Inc., Chicago (Peter Pan peanut butter). Agency: Stack-Goble Adv. Agency, Chicago. *sa*

H. C. DERBY Co., Phila. (prepared meats). Agency: Aitkin-Kynett, Phila. *sp*

DERMICO LABS, San Francisco. Agency: Lyon Agency, San Francisco. *sa*

DIAMOND CRYSTAL SALT Co., N. Y. Agency: Benton & Bowles, N. Y. *sa*

DIAPERWHITE Inc., N. Y. (soap, deoderant). Agency: Diener & Dorskind, N. Y.

DIF Corp., Garwood, N. J. (cleaners). Agency: Grey Adv., New York. *sa*

JOSEPH DIXON CRUCIBLE Co., Jersey City (pencils). Agency: Federal Adv., N. Y. *sa ta*

DOMINION GOVERNMENT, Ottawa (electric power conservation). Agency: E. W. Reynolds & Co., Toronto. *sa*

DOMINION OF CANADA, Dept. of Nat'l Defense, Ottawa (recruiting). Agency: Advertising Agencies of Canada, Wartime Group, Toronto. *t*

DOMINION OF CANADA (Dept. of Finance), Ottawa (War Savings Certificates & Bonds). Agency: Canadian Adv. Agency, Montreal. *n sp*

WINFIELD DONAT Co., Philadelphia (Zenith hearing aid). Agency: Chas. Cassidy, Philadelphia. *sa*

DODGE BOAT & PLANE Corp., Virginia (institutional). *n*

DORSET FOODS Ltd., Long Island. Agency: S. Duane Lyon Inc., N. Y. *sa*

DOSSIN'S FOOD PRODUCTS, Detroit, Grand Rapids & Toledo (Pepsi-Cola Bottlers). Agency: Simons-Michelson Co., Detroit.

DOUBLEDAY, DORAN & Co., New York (books). Agencies: Huber Hoge & Sons, N. Y.; Raymond Spector Co., N. Y. *ta sp sa*

DOUGHNUT CORP. OF AMERICA, N. Y. (Downyflake). Agency: Grey Adv., N. Y. *ta*

DOUGLAS SHOE Co., Brockton, Mass. Agency: Harold Cabot & Co., Boston. *n ne*

DRUG TRADING Co., Toronto. Agencies: A. McKim Ltd., Toronto; J. J. Gibbons, Toronto.

P. DUFF & SON, Pittsburgh (Gingerbread Mix). Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sp sa*

DUFFY-MOTT Co., New York (Sunsweet prune juice, apple juice). Agency: Al Paul Lefton Co., Philadelphia. *rn sp*

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sp*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DURKEE FAMOUS FOODS, Elmhurst, N. Y. Agency: Duane Jones Co., N. Y. *sa*

DURKEE-MOWER Inc., Lynn, Mass. (cocoa). *ne*

E. P. DUTTON Co., N. Y. (book publisher). Agency: Louis M. Cottin, N. Y.

DWIGHT EDWARDS Co., San Francisco. Agency: McCann-Erickson, San Francisco. *sp n*

E

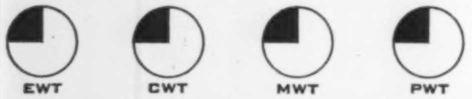
E-Z-DO Co., N. Y. (wardrobes). Agency: Grey Adv., N. Y. *sa*

EASTERN OUTFITTING Co., Portland, Ore. Agency: Robert Smith Adv. Agency, Portland. *ne n*

(*Continued on page 244*)

To the
Board of Directors
of
All Networks

Now is the time to release permanently to all affiliates the last quarter-hour out of EVERY hour, giving them "firm" periods for local and regional clients and for necessary public service.



This gives EQUAL time values to every affiliate in every time zone throughout the country, and solves the problem of constant shifting of local programs for the affiliate. It solves the clearance problem for the network, giving assured clear time — forty-five minutes out of every hour. The station with adequate local public service builds audience good will and *increases* listening hours for network programs.

ART MOSBY MGR. **KGVO** MISSOULA MONTANA

The station with TRIPLE the National Hooper

How To Reach

FLORIDA'S BEST MARKET

WITHOUT WASTE

WMBR - WFOY deliver a neatly tailored coverage of Florida's best year-round market—the Jacksonville trading area.

There's no waste of coverage or of dollars when you use these two stations. They give blanket dominance of a market containing one-eighth of Florida's radio homes with 600,000 year-round residents and many thousands of Army and Navy people. They *do not throw a signal over vast empty areas . . . and you do not pay for such wastage.*

WMBR, Jacksonville, has been north Florida's key CBS station for a decade.

WFOY, CBS, St. Augustine's only radio station, was shown in a recent impartial survey to have 85% listener preference.

You buy only WMBR—WFOY is a no-charge bonus. Together they add up to Florida's best radio buy.

WMBR WFOY CBS in North Florida
Represented by Weed & Company
CBS

BUY WIRE...
GET TEAMWORK

ONE OF THE NATION'S RICHEST MARKETS IS "HARD TO GET" . . . UNLESS YOU USE INTENSIVE MERCHANDISING AND SALES PROMOTION EFFORTS

The Food Industry has learned that Hoosiers demand salesmanship PLUS before they go for a product. BUT . . . when those Hoosiers say "YES", they mean it. And so, your sales story told to Hoosierland must be coordinated and MADE to work. W I R E offers top audiences PLUS coordinated plans for selling and promoting your products.

1. "Luncheon with Molly Star"

Six days a week, Molly Star entertains groups of Indianapolis Club Women at Luncheon in the Claypool Hotel. Guests are exposed to timely displays of food products advertised on Molly Star's Program. Incidentally, the news of each Molly Star Luncheon appears each day in the Indianapolis Star.

2. "Eat-itorially Speaking"

Six days a week Dickman Stone's famous "Eat-itorially Speaking" is a half-hour bright-spot for Hoosierland food buyers. Dick talks about the philosophy of food—and each morning the Indianapolis Star prints a column under the same name—"Eat-itorially Speaking". Do the women like it? They eat his advice! Participants in Dick Stone's Program enjoy prestige and sales second to no other food media in Indianapolis.

3. Retailer Cooperation

A trained staff of Retail Food Detail Men makes friends for W I R E and the Star. There's nothing equal to the advantage of having your products discussed with Retailers by men who know retail problems.

4. Wholesale and Chain Store Contacts

The Sales Promotion and Merchandising Department through its association with chain and Food Wholesale Organizations, constantly works to pave the way for your products. The natural "push" of W I R E programming is coordinated with warm personal contacts and a 'year-round friendship with the men who channel your products into retail outlets.

5. Teamwork all the Way

Behind the scenes at W I R E and the Star, you'll find interested personal help—men and women whose careers are FOOD. We realize it takes more than advertising—more than selling—more than merchandising to get your product "over the hump". It takes TEAMWORK and that's what we deliver when you buy W I R E.

BASIC NBC **WIRE** **5000 WATTS**

National Representatives

JOHN E. PEARSON Company

New York • Chicago • Kansas City

•

AFFILIATED IN OWNERSHIP, MANAGEMENT AND OPERATION
WITH THE INDIANAPOLIS STAR

BIGGER Every Year!

Linda, Pat and Michael Lanphier

BIGGER List of Local Accounts

BIGGER List of National Accounts

BIGGER Audience

BIGGER Results

Year In and Year Out

WEMP *Milwaukee*

Basic Blue Network

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

ADVERTISERS

(*Continued from page 242*)

ECONOMICS LABS., St. Paul (Soilax). Agency: Newell-Emmett Co., N. Y. *sp*

EDELBRAU BREWERY, Brooklyn. Agency: Roy S. Durstine Inc., New Yo *sp sa*

JOHN EICHLER BREWING Co., Ne York. Agency: Geare-Marston Inc., Phi delphia. *sp sa*.

EIGHT-IN-ONE Co., Chicago (cold ta lets). H. W.Kastor & Sons, Chicago. *ns*.

ELECTRIC AUTO-LITE Co., Tole Ruthrauff & Ryan. *sp*.

ELECTRIC COMPANIES. N. W. Ayer & Sons, N. Y. *sp n*

ELECTRONICS CORP. OF AMERICA N. Y. (institutional). Shappe-Wilkes Inc N. Y. *ne*

ELGIN WATCH CO., Chicago. Agency: J. Walter Thompson Co., Chicago, *sa n*

DR. ELLIS SALES Co., Pittsburgh (co metics). Agency: Smith, Taylor & Jen ins, Pittsburgh. *sa sp*.

EMERGENCY LABS, N. Y. (Poslam). National Advertiser Agency, N. Y. *s*

EMERSON DRUG Co., Baltimore (Bromo Seltzer). Agency: Ruthrauff & Ryan, N. Y *n ta sp*.

EMERSON RADIO & PHONOGRAP Corp., N. Y. William H. Weintraub, N. Y *sp n*

EMPLOYERS GROUP INS. Co., Bosto Agency: H. B. Humphrey Co., Boston. *s s*

ENGLANDER Co., Brooklyn (beds, spring mattresses). Agency: Biow Co., N. Y.

J. C ENO Ltd., New York (effervesce salts). Agency: Atherton & Currier, N. Y *sa ta*

J. C. ENO Ltd., Toronto (toothpast Eno's salts). Agency: Atherton & Cu rier, Toronto. *sa sp t*

EPPENS-SMITH Co., New York (H land House Coffee). Scheck Adv., Newar *ne sp*.

ESQUIRE PUBLICATIONS Inc., Chica (for Coronet). Agency: Schwimmer & Scott, Chicago. *t sa n*

ESSLINGER Inc., Philadelphia (beer). Agency: Gray & Rogers, Philadelphia.

T. H. ESTABROOKS, St. John N. B. (Re Rose Tea). McConnell-Eastman & Co Montreal. *sp*.

ETHYL GASOLINE Corp., New Yor (petroleum products). Agencies: BBDO N. Y; Pacific Market Builders, Los Ang les. *sp n sa*

ETNA FOOD PRODUCTS, New York. *s*

DAVID G. EVANS COFFEE Co., S Louis (Old Judge Coffee). Ruthrauff & Ryan, Chicago. *ne*.

GEORGE B. EVANS LABS., Philade phia (eye lotion). Agency: John Falk Arndt & Co., Philadelphia. *sa*.

EVERSHARP Inc., Chicago (pens, pe cils). Agency: Biow Co., N. Y. *n sp*.

EVLO PHARMACAL Corp., Philadelph *sp*.

EXCLUSIVE PERMANENT WAVE Co New York. R. T. O'Connell, N. Y. *sa*.

EX-LAX MFG. Co., Brooklyn (laxative Agency: Joseph Katz Co., Baltimore. *sp*

F

FALLS CITY BREWING Co., Louisvi Agency: Anfenger Adv. Agency, St. Lo *sp*.

FALSTAFF BREWING Corp., St. Lo (Falstaff beer). Agency: Ruthrauff & Ryan, N. Y.; Dancer-Fitzgerald-Samp Chicago. *n ne sp sa*.

FANNY FARMER CANDY SHOPS, Roc ester. Agency: J. Walter Thompson Co N. Y. *sa*.

FASTOP Inc., New York (bottle cap Agency: F. J. Low Inc., N. Y. *sp*.

FATHER JOHN'S MEDICINE Co Lowell, Mass. Agency: McConnell Eastm & Co., Ltd., Montreal; Bertha Bann Boston; John W. Queen, Boston. *t sa*.

SAL FAYNE Corp., Dayton. Agenc Douglas Hall, Dayton. *ta*

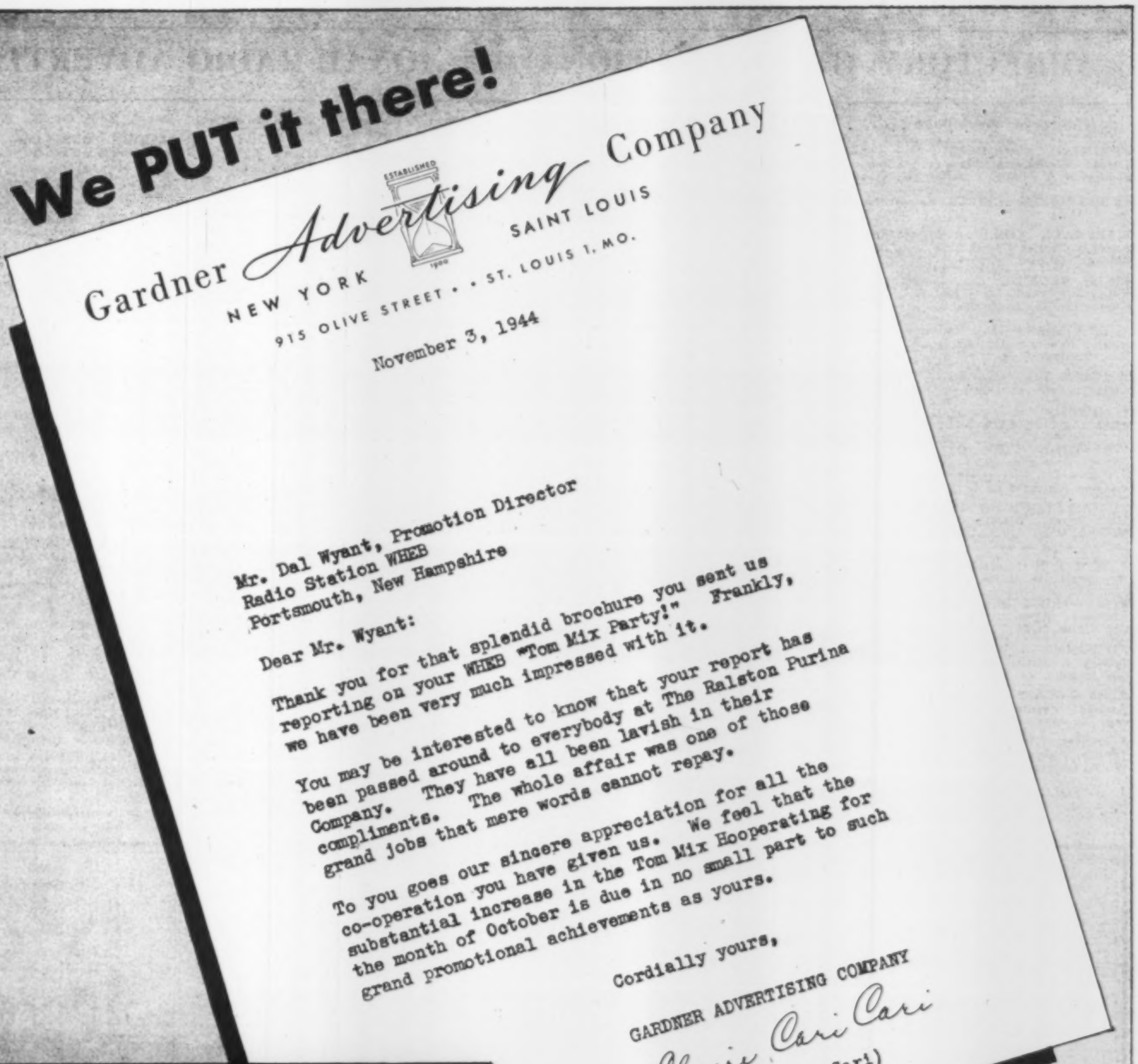
FRED FEAR & Co., Brooklyn (Chi Chick, Magic Wand egg die). Agenc Menken Adv., N. Y. *sa t*

CHRISTIAN FEIGENSPAN BREWI Co., Newark (P. O. N. beer). Agenc E. T. Howard Co., N. Y. *rn sp*

FELS & Co., Philadelphia (Fels Nap soap). Agency: S. E. Roberts Inc., Ph adelphia. *sa t n sp*

(*Continued on page 246*)

We PUT it there!



Gardner *Advertising* Company
NEW YORK SAINT LOUIS
915 OLIVE STREET • • ST. LOUIS 1, MO.

November 3, 1944

Mr. Dal Wyant, Promotion Director
Radio Station WHEB
Portsmouth, New Hampshire

Dear Mr. Wyant:

Thank you for that splendid brochure you sent us reporting on your WHEB "Tom Mix Party!" Frankly, we have been very much impressed with it.

You may be interested to know that your report has been passed around to everybody at The Ralston Purina Company. They have all been lavish in their compliments. The whole affair was one of those grand jobs that mere words cannot repay.

To you goes our sincere appreciation for all the co-operation you have given us. We feel that the substantial increase in the Tom Mix Hooperating for the month of October is due in no small part to such grand promotional achievements as yours.

Cordially yours,

GARDNER ADVERTISING COMPANY

Claire Cari Cari
(Mrs. J. B. Cari-Cari)

CCC:ACB

WHEB
WHEB
Shredded Ralston

BLUSHINGLY, we sunshine this page of praise.

- Typically, it attests both as to Quality and Quantity of WHEB Pro-MOTIONS. "Tom Mix Party" for Ralston Purina Company serves active proof of how it's done. Inset photo proves kids liked it, too!
- Yes, WHEB puts the MOTION in Pro-MOTION!

WHEB

PORTSMOUTH, NEW HAMPSHIRE

Represented Nationally by:

William G. Rambeau Co. — New York • • Chicago • Los Angeles

Bertha Bannan — Boston

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(*Continued from page 244*)

FEMININE PRODUCTS, New York (Arrid deodorant). Agency: Street & Finney, N. Y.; Small & Seiffer, N. Y. *sa ta*

FERRY-MORSE SEED Co., San Francisco. *sp*

MARSHALL FIELD & Co., Chicago. Agency: Charles Daniel Frey Adv. Agency, Chicago. *sa sp*

FIELD PACKING Co., Bowling Green, Ky. (Chesterfield hams and lard); M. R. Kopmeyer Co., Louisville. *ne sa*

J. H. FILBERT Inc., Baltimore (margarine). Agency: Courtland D. Ferguson Inc., Baltimore. *sa*

WILLIAM FILENE'S SONS Co., Boston. Agency: John C. Dowd, Boston. *sa*

FILIPPONE Co., Passaic (La Perla products). Agency: Filco Adv., Passaic *sp*

FIRESTONE TIRE & RUBBER Co., Akron (tires and tubes). Agency: Sweeney & James Co., Cleveland; Aubrey, Moore & Wallace, Chicago. *sp*

FISHER FLOURING MILLS Co. (Biskit-Mix flour), Seattle Agencies: Pacific National Adv. Agency, Seattle; Izzard Co., Seattle. *n ne sa sp*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *sp*

FITZPATRICK BROS, Chicago (Kitchen Klenzer). Agency: Arthur Meyerhoff & Co., Chicago. *ta*

FITZSIMMONS STORES, Los Angeles (chain grocers). Agency: McElroy Adv., Los Angeles. *ne*

FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp*

FLORIDA CITRUS COMMISSION, Tampa (fruit). Agencies: Arthur Kudner, N. Y.; W. N. Garrison & Co., Chicago. *n rn sa t*

J. A. FOLGER & Co., Kansas City (coffee). Agencies: Raymond R. Morgan Co., Hollywood: Grant Adv., Chicago. *sp*

FONTANA FOOD PRODUCTS Co., South San Francisco (noodles, macaroni, spaghetti). Agency: Long Adv. Service, San Francisco. *sa*

JAMES FORBES TEA & COFFEE Co., St. Louis. *sa*

FORD-HOPKINS Co., Chicago (Eight-in-One cold tablets). Agency: H. W. Kastor & Sons Adv., Chicago. *sp*

J. B. FORD Co., Wyandotte, Mich. (Wyandotte cleanser). Agency: N. W. Ayer & Son, N. Y. *sa*

FORD MOTOR Co., Detroit (motor cars). Agencies: Maxon Inc., Detroit; McCann-Erickson, N. Y.; Cockfield, Brown & Co., Montreal; J. Walter Thompson Co., Chicago. *n rn sa sp t*

FORE PRODUCTS Co., New Orleans (H-F Athletes Foot med.).Agency: Stevens. Howcott & Halsey, New Orleans. *sa*

FOREMAN & CLARK, Chicago (clothiers). Agencies: Firestone Adv. Agency, St. Paul; Constantine & Gardner, Los Agency. *sa sp*

FORMFIT Co., Chicago (foundations). Agency: Buchanan & Co., Chicago. *sp*

FORT PITT BEDDING Co., Pittsburgh (mattresses). Agency: Smith, Taylor & Jenkins, Pittsburgh. *sp*

FORT PITT BREWING Co., Sharpsburg, Pa. Agencies: BBDO, New York and Pittsburgh; Smith, Taylor & Jenkins, Pittsburgh. *sp*

42 PRODUCTS Inc., Los Angeles (toiletries). Agencies: Milton Weinberg Adv. Co., Los Angeles; Hillman-Shane-Breyer, Los Angeles. *t ta n*

FOSTER DACK Co., Toronto (Mecca ointment). Agency: A. J. Denne & Co., Toronto. *sa*

FOSTER-MILBURN Co., Buffalo (Doan's pills, ice mint). Agencies: Spot Broadcasting, N. Y.; Street & Finney, N. Y. *ne sa ta*

E. FOUGERA & Co., New York. (Vapex, Don Juan lipstick). Agencies: Small & Seiffer, N. Y.; Grey Adv. Agency, N. Y.; J. M. Korn, Philadelphia; Birmingham, Castleman & Pierce, N. Y.; Spot Broadcasting Inc., N. Y. *sa*

I. J. FOX, New York (furs). Agencies: Louis Kashak, N. Y.; Foley Adv. Co., Cleveland. *sa*

PETER FOX BREWING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sp ta sa*

FRAILEY PRODUCTS New York (Chafix, medical lotion). Agency: Grant Adv., N. Y. *sp*

FREED-EISEMANN Co., New York. Agency: Lawrence Fertig & Co., N. Y.

FREEMAN COAL Co., Chicago. Agency: Goldman & Gross, Chicago. *ne*

FREIHOFER BAKING CO., Philadelphia (Hollywood bread). Agency: Richard A. Foley Adv., Philadelphia.

FRENCH KITCHEN FOODS Corp., Los Angeles. Agency: Elwood J. Robinson Adv., Los Angeles. *ta*

S. FRIEDER & SONS Co., Cincinnati (Garcia Grande & Habanello Cigars). Agency: Al Paul Lefton Co., Chicago. *sp*

FROSTED FOODS Corp. (Birds Eye frosted foods), New York. Agency: Young & Rubicam Inc., N. Y.

FRUITITIVES PRODUCTS, Toronto (proprietary). Agency: McConnell-Eastman & Co., Toronto. *sp*

FUNK BROS. SEED Co., Bloomington, Ill. (seed corn). Agency: E. H. Brown Adv., Chicago. *sp*

G

GABY SALES Co., Philadelphia. Agency: Harry Feigenbaum, Philadelphia. *sa*

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *ne n*

F. J. GALLO WINE Co., Modesto, Cal. Agency: Charles H. Mayner Co., Los Angeles. *sp ta*

GALLOWHUR CHEMICAL Corp., New York. (Skat insecticide). Agency: Richard C. Mouk Co., N. Y. *sa*

GALVIN MFG. Corp., Chicago (radio equipment). Agency: Gourfain-Cobb, Chicago. *sp*

GAMBRELLI & DAVITTO WINE Co., New York. Agency: Jackson & Co., N. Y.

GARDNER NURSERY Co., Osage, Ia (plants). Agency: Northwest Radio Adv. Co., Seattle. *n sa sp t ta*

GARRETT & Co., Brooklyn (Virginia Dare wine). Agencies: Sterling Beeson Inc., Toledo; Ruthrauff & Ryan, Chicago and N. Y. *sa ta*

GEBHARDT CHILI POWDER Co., San Antonio. Agency: Pitluk Adv. Co., San Antonio. *sa*

GEM PACKING Co., Brooklyn (food products). Agency: Commercial Radio, N. Y. *sp*

GENERAL BAKING Co., New York (Bond bread). Agencies: BBDO, N. Y.; Newell-Emmett Co., N. Y.; Ivey & Ellington, Philadelphia; Mitchell-Faust, Chicago. *n sa sp t ta*

GENERAL CIGAR Co., New York. Agencies: Federal Adv. Agency, N. Y. (Van Dyck); J. Walter Thompson Co., N. Y. (White Owl). *ne n*

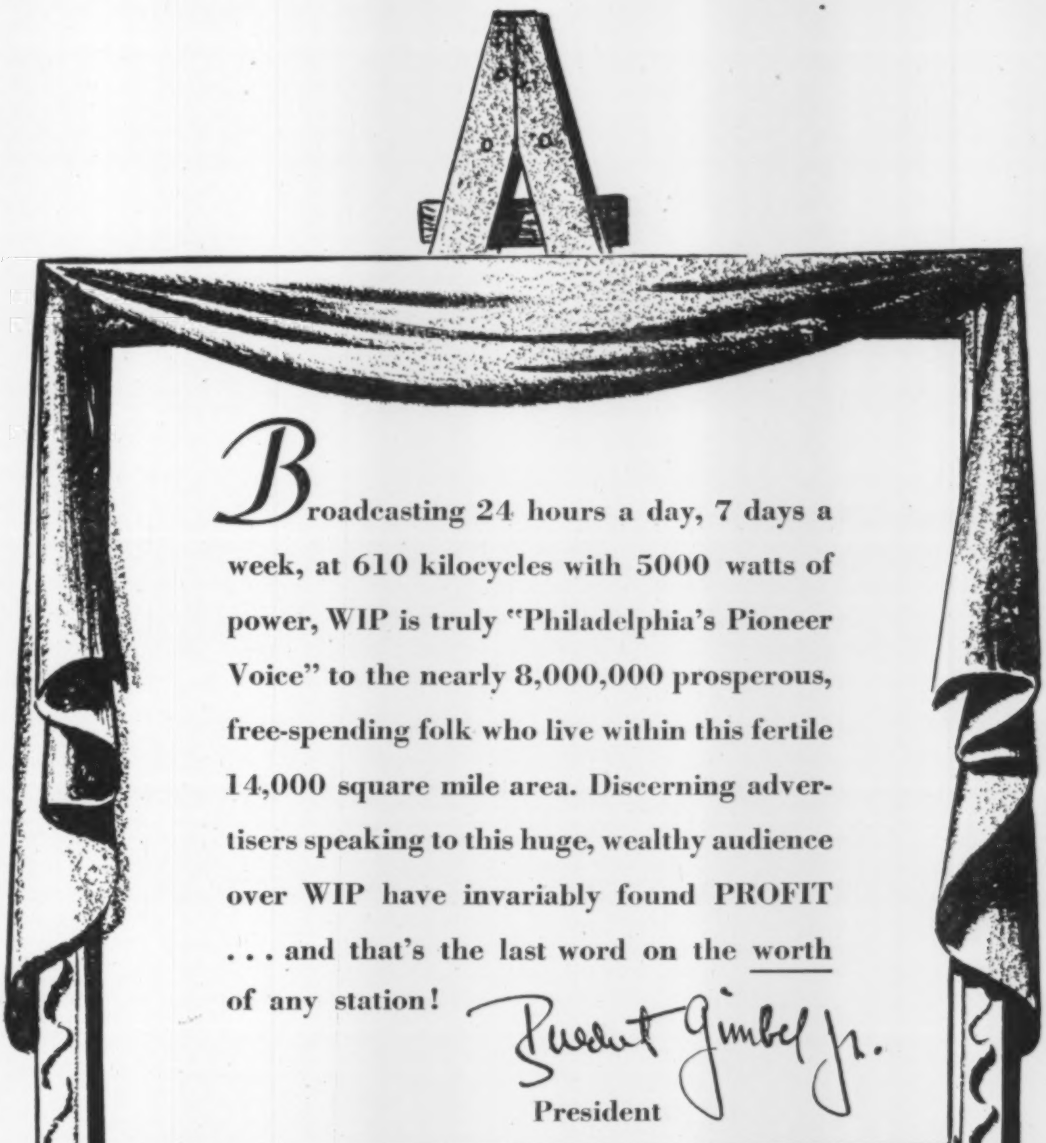
GENERAL ELECTRIC Co., Schenectady, N. Y., Cleveland, O., & Bridgeport, Conn. (electrical devices). Agencies: Maxon Inc., N. Y. & Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland; N. W. Ayer & Son, N. Y. *n sa t sp ne*

GENERAL FOODS Corp., New York. Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, Sanka, La France Postum); Benton & Bowles, N. Y. (Post Toasties, Huskies, Sure-Jell, Baker's, Certo, Diamond Crystal Salt, Maxwell House Coffee, Bran Flakes); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt, Maxwell House). *n t sa ta sp*

GENERAL FOODS Ltd., Toronto (Certo, Palmolive soap, Colgate toothpaste, Halo shampoo). Agency: Baker Adv. Ltd., Toronto. *n sa*

(*Continued on page 248*)

More Quarter Hours
are sold to
national and local sponsors on
WKRC
than on any other
network station
in
Cincinnati



Broadcasting 24 hours a day, 7 days a week, at 610 kilocycles with 5000 watts of power, WIP is truly "Philadelphia's Pioneer Voice" to the nearly 8,000,000 prosperous, free-spending folk who live within this fertile 14,000 square mile area. Discerning advertisers speaking to this huge, wealthy audience over WIP have invariably found PROFIT . . . and that's the last word on the worth of any station!

Benedict Gimbel Jr.

President

5000 WATTS **610 K. C.**

Philadelphia MUTUAL Affiliate . . . Represented Nationally by Geo. P. Hollingbery Co.

WGST

ATLANTA

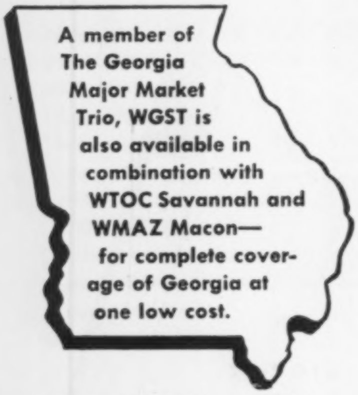
920 Kc.

CBS

Affiliate

TOPS

In program entertainment through its spirited local showmanship and its affiliation with CBS



A member of The Georgia Major Market Trio, WGST is also available in combination with WTOC Savannah and WMAZ Macon—for complete coverage of Georgia at one low cost.

Represented Nationally by

THE KATZ AGENCY, Inc.

RADIO ADVERTISERS

(*Continued from page 246*)

GENERAL MILLS, Minneapolis (Gold Medal flour, Kix, etc.). Agencies: McCord Co., Minneapolis; Dancer-Fitzgerald-Sample, Chicago (Kix); Westco Adv. Co., San Francisco (Sperry flour). *sp sa ta n*

GENERAL MOTORS Corp., Detroit. Agencies: D. P. Brother & Co., Detroit; Campbell-Ewald Co. of N. Y.; Campbell-Ewald Co., Detroit; Arthur Kudner Inc., N. Y.; MacManus, John & Adams, Detroit; BBDO, N. Y.; Picard Adv., Detroit. *n sa sp rn ta*

GENERAL PETROLEUM Corp., Los Angeles. Agency: Smith & Drum, Los Angeles. *rn sa*

GENERAL SEAFOODS Corp., Boston (Forty Fathom Fish). Agency: Alley & Richards Co., Boston & N. Y. *sa*

GENERAL TIRE & RUBBER Co., Akron. Agency: D'Arcy Adv., N. Y. *sp*

GERBER Co., Memphis (dept store). Direct. *ne*

GIBSON VITAMIN Co., Harlan, Ia. Agency: W. L. Vomak Inc., N. Y. *t*

GILLETTE SAFETY RAZOR Co., Boston. Agency: Maxon Inc., N. Y. *sp n*

GILLETTE SAFETY RAZOR Co. of Canana, Montreal. Agency: Maxon Inc., Detroit. *n*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agencies: Botsford, Constantine & Gardner, Los Angeles; Ruthrauff & Ryan, Hollywood. *rn sa ta sp*

GIMBEL BROS., Philadelphia (dept. store). Agency: Direct. *sa ta*

GLENWOOD RANGE Co., Taunton, Mass. Agency: Alley & Richards, Boston. *sa*

GLIDDEN Co., (Durkee Famous Foods), Elmhurst, N. Y. Agency: Duane Jones Co., N. Y. *sa*

GLIDDEN Co., Cleveland (Spred Paints). Agency: Meldrum & Fewsmith, Cleveland. *sa*

GLOBE BREWING Co., Baltimore (Arrow beer). Agency: Joseph Katz Co., Baltimore). *sp ne t*

GLOBE GRAIN & MILLING Co., Los Angeles (A-1 flour). Agency: McCann-Erickson, Los Angeles. *t*

GLOBE MILLS, Seattle (flour). Agency: McCann-Erickson, San Francisco. *sp sa*

GOLDEN AGE Corp., Los Angeles (macaroni). Agencies: Brisacher, Davis & Staff, Los Angeles; Hillman-Shane-Breyer, Los Angeles. *sa*

GOLDEN STATE Co., San Francisco (dairy products). Agencies: Ruthrauff & Ryan, San Francisco; Ned Newman Adv., Los Angeles; BBDO, San Francisco. *sp ta ne*

GOOD FOODS, Minneapolis (Skippy Peanut butter). Agency: Guild Adv. Agency, San Francisco. *sp*

GOOD LUCK FOOD Co., Rochester, N. Y. (prepared desserts). Agency: F. A. Hughes & Co., Rochester. *sp rn sa*

GOODALL Co., Cincinnati (Palm Beach clothes). Agency: Ruthrauff & Ryan, Chicago. *sa*

B. F. GOODRICH Co., Los Angeles. Agency: BBDO, Los Angeles. *ta n*

GOODYEAR SERVICE STORES, Los Angeles (Southern Cal auto accessories chain). Agency: Smith & Bull Adv., Los Angeles. *ne sa t*

GOODYEAR TIRE & RUBBER Co., Akron. Agency: Arthur Kudner Inc., N. Y. *sp n*

GOSPEL BROADCASTING Assn., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp n*

GOTHAM HOSIERY Co., N. Y. Agency: Sterling Adv. Agency, N. Y. *sp n*

GOULARD & OLENA Co., New York (insecticides). Agency: Metropolitan Adv., N. Y. *sp*

BARBARA GOULD Inc., N. Y. (cosmetics). Agency: Foote, Cone & Belding, N. Y. *sp*

GRABOSKY BROS., Philadelphia (cigars) Agency: Harry Feigenbaum Adv. Agcy., Philadelphia. *sa*

GRAGNANO PRODUCTS, San Francisco (spaghetti sauce). Agency: Brisacher, Davis & Van Norden, San Francisco. *sp*

GREAT ATLANTIC & PACIFIC TEA Co., Boston. Agency: Paris & Peart, N. Y. *rn sa ta*

GRECIAN CHEMICAL Co., Philadelphia (Olivo hair tonic). Philip Klein, Philadelphia. *sp*

GRELVA Inc., New York (Crashe skin lotion). Agency: Blackstone Co., N. Y. *sa*

GRETZ BREWING Co., Philadelphia. Agency: Seberhagen Adv., Philadelphia. *sa*

GRIESEDIECK BROS. BREWERY, St. Louis. Agencies: Ruthrauff & Ryan, N. Y.; BBDO, Chicago. *sp sa ne*

GRIESEDIECK WESTERN BREWERY Co., Belleville, Ill. (Stag beer). Agencies: J. Walter Thompson Co., Chicago; Gardner Adv. Co., St. Louis. *sp sa*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n ne sp t ta*

GROCERS PACKING Co., Los Angeles (Budget cellophane packaged foods). Agency: Raymond R. Morgan Co., Hollywood. *t*

GROVE LABS., St. Louis (Bromo-Quinine). Agencies: J. Walter Thompson Co., Chicago; Russel M. Seeds Co., Chicago; H. W. Kastor & Sons, Chicago; Ruthrauff & Ryan, Chicago; Donahue & Coe, N. Y. (Vitamins). *ne n*

GRUEN WATCH Co., Cincinnati. Agencies: Compton Adv., N. Y.; McCann-Erickson, N. Y. *t sa*

GRUEN WATCH Co., Toronto. Agency: Cockfield, Brown & Co., Toronto. *sp*

GRUMMAN AIRCRAFT & ENGINEERING Corp., Bethpage, Long Island. Agency: Chas. W. Hoyt Co., N. Y. *ta*

GUITTARD CHOCOLATE Co., San Francisco (sweet ground chocolate). Agency: Shirley Walker Adv., Los Angeles. *sp*

CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp ne*

GULF OIL Corp., Pittsburgh (insecticide spray, oil products). Agency: Young & Rubicam, N. Y. *t sp n*

GUM LABS., Clifton Hgts., Pa. (Ivoryne Peroxide medicated gum). Agencies: McCann-Erickson, N. Y.; McJenkins Adv., Chicago.

GUNTHER BREWING Co., Baltimore. Agencies: Ruthrauff & Ryan, N. Y.; H. E. Hudgins, Baltimore. *sp sa t*

H

HALL BROS., Kansas City (greeting cards). Agency: Henri, Hurst & MacDonald, Chicago, *sp n*

HALLICRAFTERS Co., Chicago (institutional). Agency: Burton Browne Adv., Chicago. *sp*

HAMILTON ROSS INDUSTRIES, New York. (watches). Agency: Roche, Williams & Cleary, N. Y. *ne*

PETER HAND BREWERY Co., (Meister Brau beer). Agency: Mitchell-Faust Adv. Co., Chicago. *t sp*

CHRIS HANSEN LABS., Little Falls, N. Y. (Junket, Rennet). Agency: Mitchell-Faust Adv. Agency, Chicago. *sa sp*

CHRIS HANSEN'S LABORATORY, Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa ta*

HARMON WATCH Co., New York. Agency: Moss Associates, N. Y. *ne*

HARTZ MOUNTAIN PRODUCTS, New York (bird seed, Joy dog food). Agency: George H. Hartman Co., Chicago. *sa sp n*

HARVEL Co., New York (watches). Agency: A. W. Lewin, N. Y. *sp ne sa*

HASSENSTINE Co., Hollywood (movie wave). Agency: Lou Sterling Assoc., Hollywood. *sa*

HASTINGS MFG. Co., Hastings, Mich. Agency: Keeling & Co., Minneapolis. *ne*

HAWAIIAN PINEAPPLE Co., Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n sa*

HEALTHAIDS, Jersey City (Serutan vitamin beverage). Agencies: Raymond Spector Co., Ruthrauff & Ryan, N. Y. (Kelp-I-Dine vegetable products); William N. Scheer Adv., Newark. *t n sp ne sa*

HEARST Corp., New York (newspapers. *t*

THE HECHT CO., Washington (dept. store). Agency: Koster Adv., Washington. *sp*

G. HEILEMAN BREWING Co., La Crosse, Wis. (Old Style lager). Agency: L. W. Ramsey Co., Chicago. *sa*

H. J. HEINZ Co. of Canada, Toronto. Agency: MacLaren Adv. Co.

H. J. HEINZ Co., Pittsburgh (Swerl soap; soup). Agency: Maxon Inc., Detroit. *sa n*

HELBROS WATCH Co., New York. Agency: William H. Weintraub & Co., N. Y. *n*

(*Continued on page 250*)

THE STATION OF THE STARS

WFBL

SYRACUSE, N. Y.

the Greatest Selling - Power in Central New York

More listeners . . . day or night . . . make WFBL the powerful selling force in the rich Central New York Market.

Nearly 50% of the daytime listeners prefer WFBL . . . the remainder is divided among the three other Syracuse stations. The same predominance prevails among night time listeners.

WFBL sells more potential buyers in this "post - war - prepared" market than any other station. (Figures available if you want them.)

MEMBER BASIC NETWORK

COLUMBIA BROADCASTING SYSTEM

★ *FIRST* ★ FOR WFBL

Always a leader in its field, WFBL today enjoys the reputation of holding many "firsts" in the world of radio.

WFBL was instrumental in forming the early New York State Network, a pioneer step in improving radio's service.

The station is one of the 16 charter members of the great Columbia Broadcasting System, and is the only station in Syracuse that has been affiliated with the same network throughout its history . . . resulting in local CBS ratings being consistently above the national ratings. It was the first station in Syracuse to use 5,000 watts and is the only 5,000 watt station with a non-directional radiation daytime.

It is the only station in this area employing the facilities of a mobile unit, broadcasting Central New York events "on the spot."

Central New York's leading station is first in the introduction of new local programs and the development of radio personalities.

WFBL is the only radio station to own and occupy its own building . . . a smart, modern structure in the heart of Syracuse.

These are but a few of the "firsts" that make WFBL the progressive, preferred station.

FREE and PETERS ★ Exclusive National Representatives

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(*Continued from page 248*)

HENNAFOAM Corp., New York (shampoo). Agency: Arthur Rosenberg Co., N. Y. *sa*

DR. HESS & CLARK Inc., Ashland, O. (livestock tonic). Agency: N. W. Ayer & Son, Philadelphia. *sa ta*

CHR. HEURICH BREWING Co., Washington, D. C. Agency: Romer Adv. Co., Washington. *ne*

HILLMAN PERIODICALS, New York (Pageant magazine). Agency: Erwin, Wasey & Co., N. Y. *sa*

HILLMAN PURE FOODS, Chicago. Agency: Julian Frank Agency, Chicago. *sa*

HILLS BROS., New York (dates, bread mix). Agency: Biow Co., N. Y. *sa ta*

HILLS BROS., San Francisco (coffee). Agency: N. W. Ayer & Son, San Francisco. *sa ta*

CHARLES E. HIRES Co., Philadelphia (root beer). Agency: N. W. Ayer & Son, N. Y. *sa sp*

HI-VITAMIN Corp., New York (capsules). Agency: Applied Merchandising Inc., N. Y. *sp*

HILEX, St. Paul. Agency: McCord Co., Minneapolis. *sa*

HOFFMAN RADIO Corp., Los Angeles. Agency: Hixson-O'Donnell Adv., Los Angeles. *ne n*

HOHENADEL BREWING Co., Philadelphia. Agency: Benjamin Eshelman Co., Philadelphia. *sp*

HOLLAND FURNACE Co., Holland, Mich. Agencies: Ruthrauff & Ryan, Chicago; Stack-Globe Adv. Agency, Chicago; Roche, Williams & Cleary, Chicago. *n t n*

HOME OIL DISTRIBUTORS Ltd., Vancouver. *sp*

HOOKER GLASS & PAINT MFG. Co., Chicago. Agency: Goodkind, Joice & Morgan, Chicago. *sa*

HORN & HARDART, Philadelphia. Agency: Clements Co., Philadelphia. *sp*

JOSEPH HORNE Co., Pittsburgh (dept. store). Agency: Walker & Downing, Pittsburgh. *sp*

JACOB HORNUNG BREWING Co., Philadelphia (beer). Agency: John Faulkner Arndt, Philadelphia. *t sp*

HOROWITZ-MARGARETEN Co., New York (food). Agency: Advertisers Broadcasting Co., N. Y. *sa sp*

B. HOUDE-GROTHE, Montreal (tobacco). Agency: Canadian Adv. Agency, Montreal. *sp*

HOUSE OF DIAMONDS, New York. Agency: Blackstone Co., N. Y, *t*

HOUSEHOLD CHEMISTS, New York. (Shyn-O-Way). Agency: Pettingell & Fenton, N. Y.

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. *sp n*

HUBINGER Co., Keokuk, Ia. (Quick Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sa*

RICHARD HUDNUT Inc., New York (Marvelous cigarettes, cosmetics). Agencies: Benton & Bowles, N. Y.; G. Lynn Summer Co., N. Y.; Kenyon & Eckhardt, N. Y. *sa sp n*

HUDSON COAL Co., Scranton. Agency: Clements Co., Philadelphia. *ne n*

HUDSON PULP & PAPER Corp, New York & Philadelphia (paper napkins). Agencies: Joseph Katz Co., N. Y.; Lawrence Fertig & Co., N. Y. *sa*

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder). Agency: Pollyea Adv., Terre Haute. *sa ta*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schiwetz, Houston. *n sa sp rn*

HUNT PACKING Co., San Francisco. Agency: Garfield & Guild, San Francisco. *sp n*

HUNTER PACKING Co., East St. Louis, Ill. Agency: Oakleigh-French Adv. Agency, St. Louis. *sp*

HYDE PARK BREWERIES, St. Louis. Agencies: Ruthrauff & Ryan, St. Louis; Young & Rubicam, St. Louis. *sp*

HY-TROUS Corp., Boston (plant food). Agency: Broadcast Adv., Boston. *sa*

I

IGLEHART BROTHERS Co., New York (flour) subsidiary of General Foods Sales Corp. Agency: Young & Rubicam, N. Y. *n sp*

ILLINOIS MEAT Co., Chicago. Agency: Arthur Meyerhoff Agency, Chicago. *sp.*

IMPERIAL SUGAR Co., Sugar Land, Texas. Agency: Tracy-Locke, Dallas. *sp*

IMPERIAL TOBACCO Co., Montreal (Winchester cigarettes). Agency: Whitehall Bcstg. Ltd., Montreal. *ta sp*

INDUSTRIAL TAPE Corp., New Brunswick, N. J. (Texcel). (Johnson & Johnson subsidiary. Agency: M. H. Hackett & Co., N. Y *ta*

INTERCHEMICAL Corp, New York. (Mil-Du-Rid paint product). Agency: Samuel C. Croot Inc., N. Y. *sa*

INTERNATIONAL SALT Co., Scranton. Agency: J. Mathes Inc., N. Y. *n sa*

INTERNATIONAL SHOE Co., St. Louis (Conformal Footwear division). Agency: Guilford Adv., N. Y. *sa*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *ne n*

INTERSTATE BAKERIES Corp., Kansas City, Mo. (Butternut bread, Dolly Madison cake). Agency: R. J. Potts & Co., Kansas City. *ne*

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. (Mrs. Tucker's Shortening). Agency: Crook Adv. Agency, Dallas. *rn sp*

INTERSTATE LABS, Louisville, Ky. (Vitawine and Oculine). Agency: Farson & Huff, Louisville. *t*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n sa sp rn*

ISALY DAIRY Co., Pittsburgh. Agency: Ketchum, MacCleod & Grove, Pittsburgh. *sp*

ISBRANDTSEN STEAMSHIP Co., N. Y. ("26" Coffee, under Isbrandtsen-Moller Co. food subsidiary). Agency: Cowan & Dengler, N. Y. *sa*

J

C. E. JACOBS PACKING Co., Chicago (soup). Agency: Rogers, Gano & Bachrodt, Chicago.

JANTZEN KNITTING MILLS, Portland, Ore. Agency: Botsford, Constantine & Gardner, Portland. *ne n*

JAVEX MFG. Co., Toronto (cleanser). Agency: MacLaren Adv., Toronto. *sp*

DR. D. JAYNE & Co., Philadelphia (Dr. Jayne's cough remedy). Agency: J. M. Korn Agency, Philadelphia. *t*

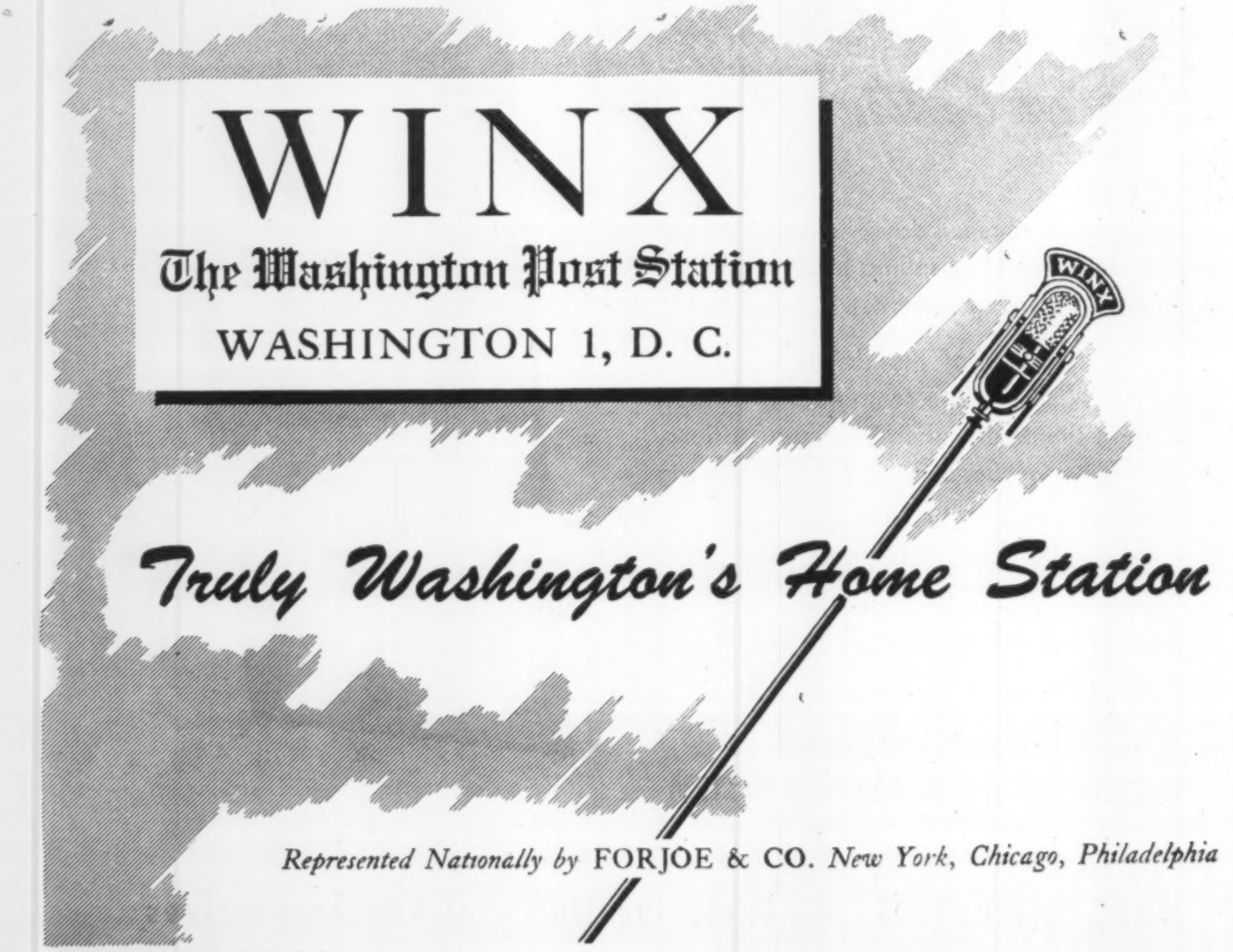
JOHN F. JELKE Co., Chicago (Good Luck margarine). Agency: Young & Rubicam, N. Y. *t sa*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, N. Y. *sp ne n*

JEWEL TEA Co., Barrington, Ill. (groceries). Agency: Goodkind, Joice & Morgan, Chicago.

JOHNS-MANVILLE Corp., New York. Agency: J. Walter Thompson Co., N. Y. *sp n ne*

(*Continued on page 252*)



WINX

The Washington Post Station

WASHINGTON 1, D. C.

Truly Washington's Home Station

Represented Nationally by FORJOE & CO. *New York, Chicago, Philadelphia*

In The Public Service

W
CBS
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IN GREENSBORO, N.C.

Centering the Richest and most Populous
Area in all the
Southeast

An Effective Aid to Commerce

BEAUMONT MEANS BUSINESS!

SUPER-MARKET serving
500,000 hands
KFDM

Bustling with war-busy Americans—more than 90,000 of whom recently immigrated to this rich market—the Sabine area of Texas today boasts a population in excess of a quarter of a million.

Here, in the counties of Jefferson and Orange, are over 500,000 hands well-filled with currency . . . hands that are ready to reach for your product if your advertising reaches the receptive minds that guide them. And KFDM is the major network station which really gives you coverage and deep penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this wealthy market. Ask for the facts today.

REPRESENTED BY TAYLOR-HOWE-SNOWDEN RADIO SALES

KFDM
BEAUMONT, TEXAS
BLUE NETWORK, 560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE
**MAGNETIZED
SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

RADIO ADVERTISERS

(*Continued from page 250*)

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agencies: Needham, Louis & Brorby, Chicago; Vickers & Benson, Montreal. *t n sa*

S. C. JOHNSON & SON, Racine, Wis. (Johnson's wax, enamel). Agencies: Needham, Louis & Brorby, Chicago; Erwin, Wasey & Co., N. Y. *n sp sa*

JOHNSON & JOHNSON, New Brunswick, N. J. (Tek toothbrushes). Agencies: Ferry-Hanly Co., N. Y.; (Band-Aid) Young & Rubicam, N. Y.; N. W. Ayer & Son, N. Y *n sa ta*

JOHNSTONE DRUG SALES Corp., Rochester (Kleenite). Agency: Armand S. Weill, Buffalo. *sa n*

K

KASCO MILLS, Waverly, New York (dog food). Agency: Campbell-Sanford Adv. Co., Cleveland. *sp. sa*

KATZ DRUG Co., Kansas City. Agency: Bruce B. Brewer & Co, Kansas City *sa sp*

KAY-DAUMIT COSMETICS, Chicago. Kuttner & Kuttner Adv. Agency, Chicago. *sp*

KAY JEWELRY Co., Oakland, Cal. Agency: Garfield & Guild, San Francisco. *sp n*

KAY PREPARATIONS Co., New York (Formula 301 for skin blemishes). Agencies: Director & Lane, N. Y.; Erland Adv., N. Y. *sa*

KELITE PRODUCTS Inc., Los Angeles (Kenu cleaner). Agency: Little & Co., Los Angeles. *sp t*

KELLEY DOUGLAS Ltd., Vancouver (Nabob coffee). Agency: Cockfield Brown & Co., Montreal. *sp*

KELLOGG Co., Battle Creek, Mich. (Corn Flakes, Rice Krispies, Krumbles, All-Rye and Whole Wheat biscuits, All-Bran, Pep, Gro-Pup, Bran Flakes, Wheat Krispies and feeds). Agencies: Kenyon & Eckhardt, N. Y.; J. Walter Thompson Co., N. Y. *t ta sp sa n*

KELLOGG Co. of Canada, London, Ont. (corn flakes). Agencies: J. Walter Thompson Co., Toronto; Kenyon & Eckhardt, Montreal. *ta sa*

C. D. KENNY Co., Baltimore (Norwood Coffee). Agency: Joseph Katz Agency, Baltimore. *sa*

KERR GLASS MFG. Corp., Los Angeles (Mason jars). Agency: Goodkind, Joice & Morgan, Hollywood. *n sa*

KERR'S BUTTER SCOTCH Inc., Jamesburg, N. J. Agency: Tracy-Locke-Dawson, N. Y. *sa sp*

KEYSTONE MACARONI Co., Philadelphia. Agency: James G. Lamb, Philadelphia. *sa*

KING FEATURES SYNDICATE, N. Y. (newspapers). *sa*

KINSLOW'S MILLING Co., Los Angeles (Wheat Nuts). Agency: Associated Adv. Agency, Los Angeles. *sp*

KIRKMAN & SON, New York (soap). Agencies: N. W. Ayer & Son, N. Y.; Newell-Emmett Co., N. Y. (div. of Colgate-Palmolive-Peet Co., N. Y.). *sa sp*

KNOMARK MFG. Co., Brooklyn (Esquire Boot Polish). Agency: Consolidated Adv., N. Y. *sp*

KNOX CO., Hollywood, Los Angeles (Cystex). Agencies: Barton A. Stebbins Adv., Los Angeles; Allen C. Smith Adv. Co., Kansas City. *sp ne*

KNOX GELATINE Co., Johnstown, N. Y. (gelatin). Agency: Kenyon & Eckhardt, N. Y. *sp sa*

KOLYNOS Co., New Haven (div. of Amer. Home Products). (Toothpaste). Agencies: Dancer-Fitzgerald-Sample, N. Y., Chicago; Joseph Jacobs Jewish Market Organization (Jewish trade). *t n sp*

KOPPERS Co., Pittsburgh, Pa. (subsidiary of Koppers United Co.). (Koppers Coke). Agency: Chas. Dallas Reach, Newark. *ta sa*

KRAFT CHEESE Co., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkway oleo). *n sp sa*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

L

L. B. LABS, Hollywood (hair oil). Agency: Glasser-Gailey & Co., Los Angeles. *sa ne*

LACO PRODUCTS, Baltimore (shampoo). Agency: Joseph Katz, Baltimore. *sa*

LADY ESTHER Co., Evanston, Ill. (cosmetics). Agency: Biow Co., N. Y. *n sa sp*

FRED A. LALLEMAND & Co., Montreal (yeast). Agency: Stabfield & Blaikie, Montreal. *sa*

LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag, Listerine toothpaste). Agencies: Lambert & Feasley, N. Y.; Ruthrauff & Ryan, Chicago (Bea vitamins). *n sa t sp*

LAMBERT, CORLISS & Co., New York (lotions, Nestle's). Agencies. J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *sp n t sa rn*

LAMONT, CORLISS & Co., Toronto (Pond's cream). Agency: J. Walter Thompson Co., Toronto. *n sa*

LANGENDORF UNITED BAKERIES, San Francisco. Agencies: Leon Livingston Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco; Erwin, Wasey & Co., San Francisco; Pacific Coast Adv., San Francisco. *rn sp sa*

LANTEEN MEDICAL LABS., Chicago (Vi-Teens vitamin tablets). Agencies: Vanden Co., Chicago; McCann-Erickson, Chicago. *sa*

LARABEE FLOUR MILLS Co., Kansas City (Larabee's Best). Agency: Potts-Turnbull Co., Kansas City. *t*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco, etc.). Agency: Warwick & Legler, N. Y. *ta sa sp*

LAURENTIAN AGENCIES Reg'd., Montreal (Florida water). A. McKim Ltd., Montreal. *sa*

S. F. LAWRENSON Co., Toronto (Snowflake Ammonia). Agency: MacLaren Adv., Toronto. *sp*

LEAF CHEWING GUM Co. (Leaf Spearmint Gum), Chicago. Agency: Bozell & Jacobs, Chicago.

LEDERLE LABS, N. Y. (biological & pharmaceutical products) (unit of American Cyanimid Co.). Agency: Hazard Adv., N. Y. *sp*

FRANK W. LEE Co., Danbury, Conn. (hats). Agency: Bermingham, Castleman & Pierce, N. Y. *sp n*

THOMAS LEEMING & Co., New York (Baume Bengue). Agency: Wm. Esty & Co., N. Y. *sa ta*

DR. LE GEAR MEDICINE Co., St. Louis (poultry remedy). Agencies: Simmonds & Simmonds, Chicago; Pondrom & Collins, Dallas.. *sp*

LEHN & FINK PRODUCTS Co., New York (Hinds Honey & Almond cream). Agencies: Wm. Esty & Co., N. Y.; Lennen & Mitchell, N. Y. (Lysol). *ta sp*

LEHN & FINK, Canada, Toronto (Hinds Honey & Almond Cream). Agency: Spitzer & Mills, Toronto. *sa*

LESLIE SALT Co., San Francisco. Agency: Erwin, Wasey & Co., San Francisco. *ta*

LEVER BROS. Co., Cambridge, Mass. Agencies: (Lifebuoy, Rinso) Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday soap), BBDO, N. Y.; (Vimms), Wm. Esty & Co., N. Y.; Young & Rubicam, N. Y. (Spry, Lipton tea, Swan soap). *n sp t sa*

LEVER BROS. Ltd., Toronto (soap). Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y.; Young & Rubicam, N. Y.; Joseph Hershey McGillvra, N. Y. *t n sa*

LEWIS CIGAR Co., New York (Seidenberg cigars). Agency: Lewis Adv., N. Y. *ne*

LEWIS-HOWE Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; J. Walter Thompson Co., Chicago (Tums); Roche, Williams & Cleary, Chicago & N. Y. *n sp*

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: McConnell, Eastman & Co., Toronto. *t sa sp*

LIBBY, McNEILL & LIBBY, Chicago (food products). Agency: J. Walter Thompson Co., Chicago. *sa sp*

LIFE SAVERS Corp., Port Chester, N. Y. (Alkaid). Agency: Young & Rubicam, N. Y. *sa*

LOUIS K. LIGGETT Co., Toronto (drug chain). Agency: Ronalds Adv., Toronto.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield, Velvet). Agency: Newell-Emmett Co., N. Y. *n t sp ta sa*

LILY OF FRANCE CORSET Co., N. Y. Agency: Federal Adv., N. Y. *sa*

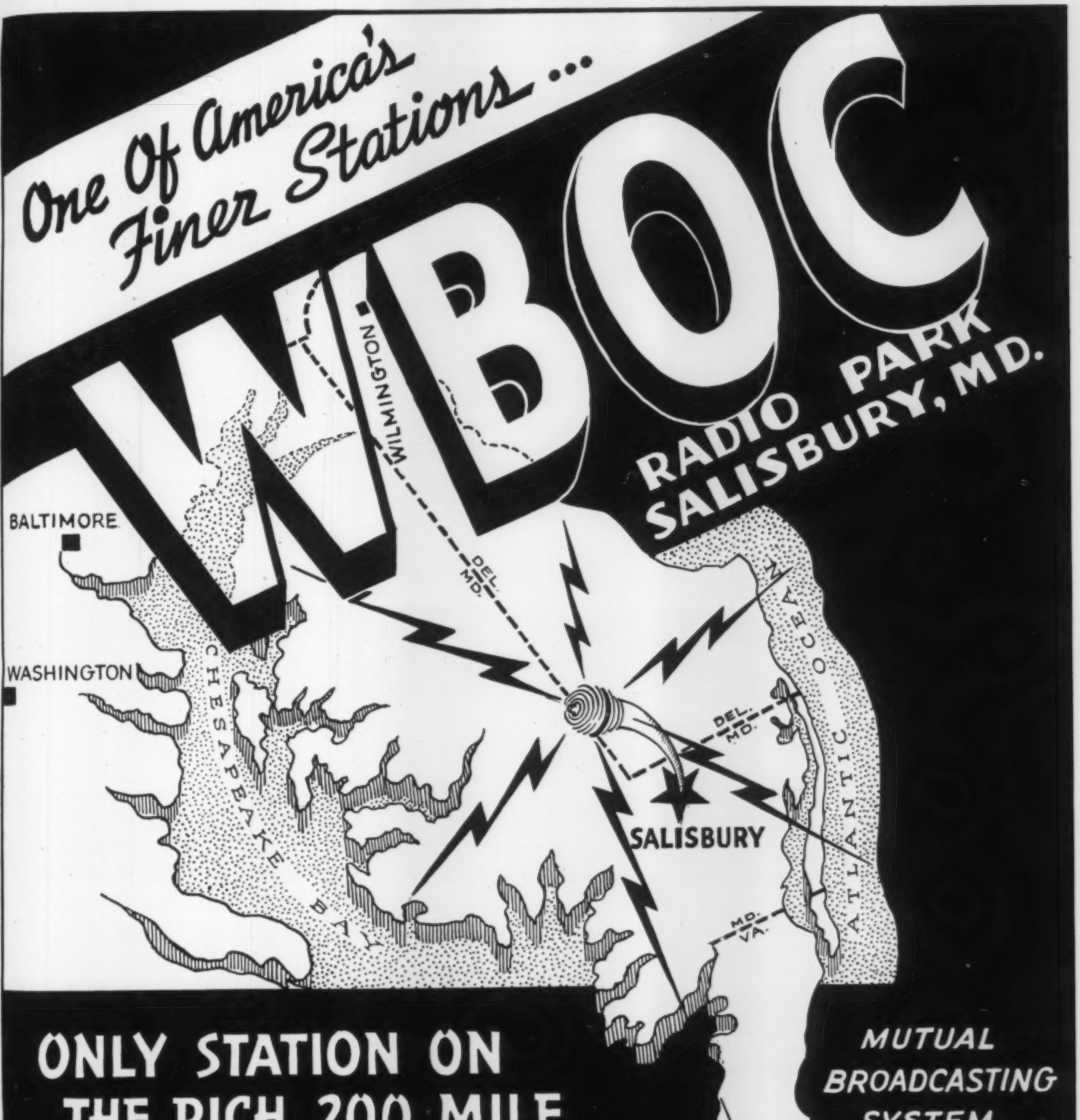
LINHALL Co., Minneapolis (Chic Permanent Wave). Agency: McCord Co., Minneapolis. *sa*

(*Continued on page 254*)

One Of America's Finer Stations ...

WBOC

RADIO PARK SALISBURY, MD.


WILMINGTON
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DEL. MD.
CHESAPEAKE BAY
DEL. MD.
ATLANTIC OCEAN
SALISBURY
MD. VA.
NORFOLK

ONLY STATION ON THE RICH 200 MILE LONG DEL-MAR-VA PENINSULA

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

John W. Downing - Pres.
Charles J. Truitt - Mgr.

To REACH
VIRGINIA'S
STABLE MARKETS

The rich markets of Richmond, and Virginia, covered by Station WRNL, are stable markets . . . the markets you want to cultivate for present and Post-War sales.

For first choice, then, you'll choose the stable Richmond station . . . WRNL.

PROOF OF RESULTS
FROM RICHMOND'S

WRNL

- **70.8% of the National advertisers on this station are renewals.**
- **88% of the local advertisers on this station are renewals.**

THERE MUST BE A REASON . . . and, of course, there is!

IN VIRGINIA YOU REACH MORE PEOPLE AT LOW COST ON RICHMOND'S FAVORED RADIO STATION

WRNL

5000 WATTS
NIGHT AND DAY 910 KC

••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

RADIO ADVERTISERS

(*Continued from page 252*)

THOMAS J. LIPTON, Hoboken, N. J. (tea, Continental soup mix). Agency: Young & Rubicam, N. Y. *sa n*

LIT BROTHERS, Philadelphia (dept. store). *sp*

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheats flour). Agency: Rogers & Smith, Chicago. *sp t*

LIVE FOOD PRODUCTS Co., Burbank, Cal. (health food). Agency: Little & Co., Los Angeles. *sa*

DR. LOCKE SHOE STORES, Philadelphia. Agency: Aaron & Brown, Philadelphia. *sa*

LOCKHEED & VEGA AIRCRAFT Corps., Burbank, Cal. Agency: Foote, Cone & Belding, Los Angeles. *sp n*

LOCK'S LABS, N. Y. (corn remover & foot balm). Agency: H. C. Morris & Co.

LOEW'S THEATRES, New York. Agency: Donahue & Coe, N. Y. *sa*

LOMA LINDA FOOD PRODUCTS (cereals), Arlington, Cal. Agency: Gerth-Pacific Adv., San Francisco. *sp sa*

LONDONDERRY ICE CREAM Co., San Francisco (ice cream powder). Agency: Brisacher, Davis & Van Norden, San Francisco.

LONGINES-WITTNAUER WATCH Co., N. Y. Agency: Arthur Rosenberg Co., N. Y.

LOOK Inc., Des Moines (magazine). Agencies: DeRegger & Brown, Des Moines; Raymond Spector Co., N. Y. *sa sp*

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc.). Agency: Newell-Emmett Co., N. Y. *n*

LORIE Ltd., Toronto (watches). Agency: A. McKim, Toronto.

P. LORRILARD Co., New York (Old Gold cigarettes, etc.). Agency: Lennen & Mitchell, N. Y. *sa ne sp n*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *ne n*

ANDY LOTSHAW Co., Chicago (body rub). Agency: Arthur Meyerhoff & Co., Chicago. *sp n ne*

M. LOUIS PRODUCTS Co., N. Y. (Eggnog shampoo). Agency: Hirshon-Garfield, N. Y. *sa*

JOE LOWE Corp., N. Y. (Creamsickle, fudgesickle, popsicle). Agency: Abbott Kimball Co., N. Y.

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y. *sp sa*

LUER PACKING Co., Vernon, Cal. (meat packers). Agency: Mays & Bennett, Los Angeles. *sp*

GEORGE W. LUFT Co., N. Y. (Tangee Petal finish powder & cosmetics). Agency: Warwick & Legler, N. Y. *sp sa n*

LUMBERMEN'S MUTUAL CASUALTY Co., Chicago (insurance). Agency: Leo Burnett Co., Chicago. *ta n ne sa*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agencies: Kelly, Stuhlman & Zahrndt, St. Louis; Gotham Adv., N. Y. *n t sp*

LYMANS AGENCIES, Toronto (Fellows Syrup). Agency: Ronalds Adv., Toronto. *ne*

LYON VAN & STORAGE Co., Los Angeles. Agency: BBDO, N. Y. *sp n*

M

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y.; H. C. Morris Co., N. Y.; Raymond Spector Co., N. Y. *sa*

MACGREGOR - GOLDSMITH, Cincinnati (sporting goods). Agency: Hugo Wagenseil & Assoc., Dayton. *sp*

R. H. MACY, New York (department store). Agency: Young & Rubicam, N. Y. *sp*

MAGGIC Inc., New York (seasoning & boullion cubes). Agency: Needham & Grohmann, N. Y.

MAIER BREWING Co., Los Angeles. Agency: Philip J. Meany, Los Angeles. *sp*

MAIL POUCH TOBACCO Co., Wheeling (cigars, chewing tobacco). Agency: Walker & Downing, Pittsburgh. *sp n*

MAINE DEVELOPMENT COMMISSION, Augusta (potatoes). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa*

MAJOR VITAMINS Inc., New York. Agencies: Grey Adv., N. Y.; Peck Adv., N. Y. *sa sp n*

MANCHESTER BISCUIT Co., Sioux Falls, S. D. Agency: George H. Hartman Co., Chicago. *ne*

MANGELS-HEROLD Co., Baltimore (King syrup). Agency: Stewart-Jordan Co., Philadelphia. *sa*

MANHATTAN SOAP Co., New York. Agencies: Milton Weinberg Co., Los Angeles; Franklin Bruck Adv. Corp., N. Y. (Sweetheart Soap). *t n ne*

MANTLE LAMP CO. OF AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp t*

MAPLE LEAF MILLING Co., Toronto (Red River cereal, flour). Agency: Cockfield, Brown & Co., Toronto. *sp t n*

MARGLO PRODUCTS, N. Y. (pet food). Agency: S. Duane Lyon Inc., N. Y. *sa*

MARLIN FIREARMS Co., New Haven (razor blades, shave cream). Agency: Craven & Hedrick, N. Y. *ta sa*

MARLON CONFECTIONS Co., N. Y. Agency: Accurate Adv., N. Y. *sp*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp n*

JOSEPH MARTINSON, New York (coffee). Agencies: Al Paul Lefton Co., N. Y.; Neff-Rogow, N. Y. *ne sp*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta n*

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co. Agency: Erwin, Wasey & Co., N. Y. *ta sa*

MASSEY-HARRIS Co., Racine, Wis. (farm implements). Agency: Cranmer-Krasselt, Milwaukee. *ta*

MASSEY-HARRIS Co., Toronto (farm implements). Agency: Cockfield, Brown & Co., Toronto.

C. MATTELAGE SALES Co., N. Y. (You-all French Salad Dressing). Agency: St. George & Keyes, N. Y. *sa*

MAY Co., Los Angeles (department store). Agency: Milton Weinberg Adv. Co., Los Angeles. *ne sp*

GEORGE S. MAY Co. (industrial engineers). Agency: Jim Duffy Inc., Chicago.

OSCAR MAYER & Co., Madison, Wis. (meat packers). Agency: Mitchell-Faust Adv. Co., Chicago.

MAYFLOWER DRESS Co., N. Y. Agency: Sterling Adv., N. Y. *sp*

McCOLL-FRONTENAC OIL Co., Montreal. Agency: Ronalds Adv. Agency, Montreal. *n sp*

McILHENNY Co., Avery Island, La. (sauce). Agencies: Aubrey, Moore & Wallace, Chicago; Huber Hoge & Sons, N. Y. *sa t ta*

ALFRED D. McKELVEY Co., N. Y. (Seaforth toiletries). Agency: Morse International, N. Y.

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agencies: Sherman & Ellis Co., N. Y.; J. D. Tarcher & Co., N. Y.; Ivey & Ellington, N. Y. *sa sp rn ta ne n*

McLARENS Ltd., Hamilton, Ont. (food products). Agency: James Fisher Co., Toronto. *t*

McLAUGHLIN & Co., Chicago (Manor House coffee). Agencies: Ivan Hill Adv. Agency, Chicago; Sherman K. Ellis Co., Chicago.

McRAE HEALTH PRODUCTS, N. Y. (Kelray reducing agent). Agency: William N. Scheer, Newark. *sa*

MEADOW GOLD DAIRIES Inc., Pittsburgh. Agencies: Walker & Downing, Pittsburgh; F. A. Ensign, Pittsburgh. *sp*

MEDUSA PRODUCTS OF CANADA, Toronto (paints). Agency: McConnell-Eastman, Toronto. *sa*

MEGOWAN-EDUCATOR FOOD Co., Boston (toasterettes, crax). Agency: Duane Jones Co., N. Y. *sa*

B. MEIER & Co., New York (Broadcast Redi-Meat Dist., Golden Center wheat germ, corn flakes). Agencies: Neff-Rogow Inc.; H. C. Morris, N. Y. *sa*

MELVILLE SHOE Corp., New York (John Ward, Thom McAn shoes). Agency: Neff-Rogow, N. Y. *sp ne*

MENNEN Co., Newark (toiletries). Agency: Russel M. Seeds Co., N. Y. *n ne sp*

MENTHOLATUM Co., Wilmington, Del. Agencies: Dillard Jacobs, Atlanta; J. Walter Thompson Co., N. Y. *sa n ne*

MERCHANTS BISCUIT Co., Denver (Supreme Salad Wafers). Agency: Ball & Davidson, Denver. *sa*

(*Continued on page 256*)

The Most Overworked Words in Advertising:

■ There are a lot of dodo words in the dictionary. And plenty of them are in general use today.

They have found their way into the advertising business — not into advertising copy, so much as into the daily patter by which advertising space and time are bought and sold.

Coverage. Audience. Saturation. Listenership. Readership. Leadership. They have been used so much — to denote so many variations and degrees within their original meanings — that they, like so many of the telephone surveys, have come to mean almost nothing at all.

There are dozens of them. Scores of them. And the greatest of these is — Influence.

■ ■ ■ ■

Influence isn't something you either have or have not. Almost everybody has at least a little influence. Some organizations have a very big share of it.

And some advertising media possess it so profoundly, so — well, so *completely* — that the mere word Influence falls far short of adequate description. Even the Greeks had no word for it.

■ ■ ■ ■

In the publication field, certain great newspapers have *influence and more than influence.*

So do certain great national weeklies; so do some of the great national networks.

In every media classification, the leader springs into mind automatically — usually because that one medium, above all others like it, has *influence and more than influence.*

It's a handy thing to have around the house. Especially if you are running a group of radio stations.

But here is one basic thing about Influence that many never learn: No advertising medium, in any classification, ever attained *influence and more than influence* just by talking about it. And that includes us.

Influence, like leadership, consists not of claims but of *acts.* And that, we believe, is where we come in.

The stations we operate cover Syracuse, Troy-Albany-Schenectady, Keene (New Hampshire and Vermont), and now New Haven.

And in all of these markets, advertiser after advertiser has found that in building himself a franchise, the influence we wield goes far deeper than the mere word *influence* implies.

There are cases on record — and plenty of them — where an advertiser has "tried everything" in one of our markets, and got nowhere fast until he went on the air over our station.

There are other cases on record — and plenty of them — where civic or national or war projects have gone over the hump only after calling us in.

There are still other cases — and plenty of these, as well — where a local advertiser, using our stations alone, has defeated the best efforts of top-flight national-advertiser competition to dislodge him from the franchise he built — through us.

These cases on record are acid tests of sound radio station management — worth more to any advertiser than passing program fancies; or surveys which, upon analysis, prove nothing in terms of actual sales.

Claims, you say? Perhaps. But we had to *perform* these acts, before we could talk about them in print.

They stand as evidences of the *influence and more than influence* offered to you by WSYR, WTRY, WKNE, WELI.

Time on the air is what we sell. But what you buy is *influence and more than influence* . . . worth every dollar you put into it.

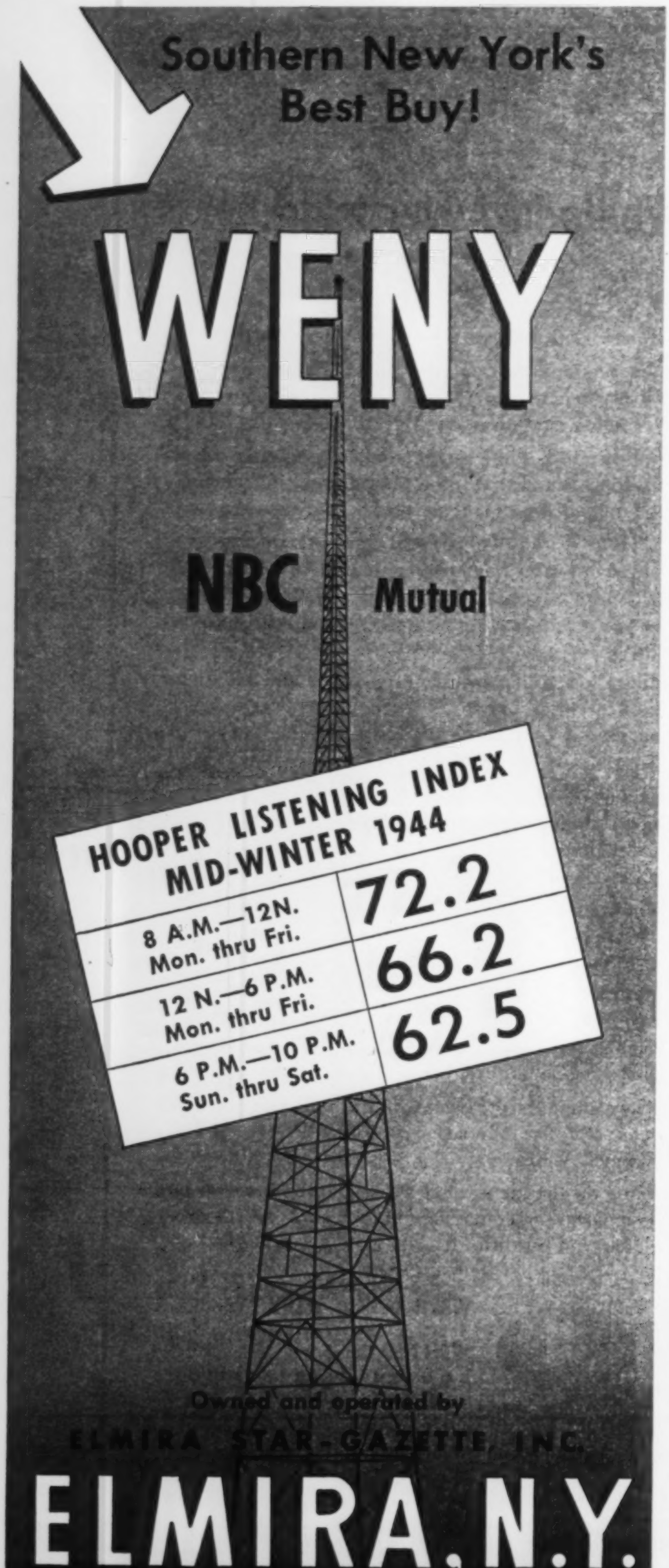
■ ■ ■ ■

WSYR Syracuse, **WTRY** Troy-Albany-Schenectady, **WKNE** Keene, N. H., **WELI** New Haven.

SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELI, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

NOTE: *The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.*


Southern New York's Best Buy!
WENY
NBC
Mutual
HOOPER LISTENING INDEX MID-WINTER 1944
8 A.M.—12N. Mon. thru Fri. 72.2
12 N.—6 P.M. Mon. thru Fri. 66.2
6 P.M.—10 P.M. Sun. thru Sat. 62.5
Owned and operated by
ELMIRA STAR-GAZETTE, INC.
ELMIRA, N.Y.

RADIO ADVERTISERS

(Continued from page 254)

MERRIA CHEMICAL LAB., Columbus (Merria Moth Chemicals). Agency: First United Broadcasters, Chicago. *sa*

METRO-GOLDWYN-MAYER FILM Corp., New York. Agency: Donahue & Co., N. Y. *sa ta n*

MEYER BROS. DRUG Co., St. Louis. Agency: Anfenger Adv., St. Louis. *t*

MIAMI MARGARINE Co., Cincinnati (Nu-Maid Margarine). Agency: Ralph H. Jones Co., Cincinnati. *ta*

MICHEL COSMETICS Co., Long Island, N. Y. Agency: Irwin Vladimir & Co., New York. *t ta*

MICHIGAN BULB Co., Holland, Mich. (tulip bulbs). Agency: First United Broadcasters, Chicago. *t*

MID-CONTINENT PETROLEUM Corp., Tulsa. Agency: R. J. Potts & Co., Kansas City. *sp ta ne*

MILES LABS., Elkhart, Ind. (Nervine, Anti-pain pills, Alka-Seltzer). Agencies: Associated Adv. Agency, Los Angeles; Wade Adv. Agency, Chicago (One-A-Day). *n sp t*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n sp*

RUSSELL-MILLER MILLING Co., Minneapolis (Occidental flour). Agencies: N. W. Ayer & Son, Chicago; Campbell-Mithun, Minneapolis. *t sa ta*

MINNEAPOLIS BREWING Co., Minneapolis (Grain Belt Beer). Agency: BBDO, N. Y. *sp*

MINNEAPOLIS-HONEYWELL Regulator Co., Minneapolis. Agency: Addison Lewis & Assoc., Minneapolis. *sp n*

MINWAX Co., New York (Preen flour wax). Agency: R. T. O'Connell Co., N. Y. *sa*

MIRAMAR TRADING Corp., New York (Conti Castile soap). Agency: Manhattan Adv., N. Y. *sp*

MIRRA CHEMICAL LABS., Columbus. Agency: First United Broadcasters, Chicago. *sa*

MISS SWANK, N. Y. (lingerie). Agency: Hirschon-Garfield, N. Y. *t n*

MISSION PAK Co., Los Angeles (fruit). Agencies: Dana Jones Co., Los Angeles; Allied Adv. Agencies, Los Angeles. *sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food, Philadelphia scrapple). Agency: Clements Co., Philadelphia. *n sp*

S. A. MOFFETT Co., Seattle (Polar frosted foods). Agency: Erwin, Wasey & Co., Seattle. *sa*

MONOGRAM PICTURES Corp. Agency: Weiss & Geller, New York.

MONTICELLO DRUG Co., Jacksonville, Fla. ("666" Liquid). Direct. *sa*

BENJAMIN MOORE & Co., New York (paint). *n sp*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soap, etc.). Agency: Henri-Hurst & McDonald, Chicago. *n rn sp sa*

PHILIP MORRIS & Co., New York (Philip Morris cigarettes, Revelation tobacco, Dunhill Major cigarettes). Agency: Biow Co., N. Y. *n rn sp n*

MORTON SALT Co., Chicago. Agencies: Blackett-Sample-Hummert, Chicago; Klau-Van Pietersom-Dunlap Assoc., Milwaukee; Kenyon & Eckhart Adv., Chicago. *sp ta sa ta*

MOTHER'S CAKE & COOKIE Co., Oakland, Cal. Agency: Emil Reinhardt Adv., Oakland. *ne sp*

MOTHER HUBBARD PRODUCTS, N. Y. (Golden Center Toasted Wheat). Agency: L. H. Hartman Co., N. Y. *sa*

J. BIRD MOYER Co., Phila. (Moy, dental plate holding pow.) Agency: Glasser-Gailey Co., Los Angeles. *ne*

C. F. MUELLER Co., Jersey City (Mueller's macaroni). Agencies: Kenyon & Eckhardt, N. Y.; Duane Jones, N. Y.; Maxon Inc. *ne n sp sa*

MURINE Co., Chicago (eye drops). Agency: BBDO, N. Y. *sa ta*

MURPHY SEED PRODUCTS Co., Burlington, Wis. (fodder). Agencies: Wade Adv. Agency, Chicago; Critchfield & Co., Chicago. *n sp sa*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa*

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Detroit. Direct. *sa n*

MUTUAL BENEFIT HEALTH & ACCIDENT ASSN., Toronto. **Agency: Harry E.** Foster Agencies, Toronto.

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (Pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa t ta sa sp*

MYSTIC FOAM Corp., Cleveland (cleaner). Agencies: Fred R. Johnson, Los Angeles; Glasser-Gailey & Co., Los Angeles. *t*

N

NARRAGANSETT BREWING Co., Cranston, R. I. Agency: Arthur Braitsch Co., Providence, R. I. *sp*

NASH-KELVINATOR Corp., Detroit. Agency: Geyer, Cornell & Newell, N. Y. *sp*

NATIONAL BISCUIT Co., New York (bread, crackers, Shredded Wheat, Cubs, etc.). Agencies: McCann-Erickson, N. Y.; Federal Adv. Agency (Cubs, NBC bread); Botsford, Constantine & Gardner, San Francisco. *n sp t sa ta*

NATL. Bd. of Fire Underwriters, N. Y. Agency: MacFarland-Aveyard, N. Y. *n ne*

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest). Agency: McKee & Albright, N. Y. *n t sp*

NATIONAL DRUG & CHEMICAL Co. of Canada, Montreal & Toronto. Agencies: A. McKim Ltd., Montreal; Cockfield-Brown & Co., Toronto. *ta sa*

NATIONAL LEAD Co., New York & San Francisco (Dutch Boy paint). Agencies: Erwin, Wasey & Co., San Francisco; Marschalk & Pratt, N. Y. *sa sp rn t*

NATIONAL OATS Co., Cedar Rapids, Ia. (oats). Agency: Irwin Vladimir & Co., N. Y. *ta*

NATIONAL OIL PRODUCTS Co., Harrison, N. J. (Admiracion shampoo). Agency: Chas. Dallas Reach Co., Newark. *ta sa*

NATIONAL SMALL BUSINESSMEN'S Assn., Akron, O. Agency: Schwimmer & Scott, Chicago. *sp n*

NATIONAL SUPPLY Co., Torrance, Cal. (aircraft equip.). Agency: Charles N. Stahl Adv., Los Angeles. *t*

NEDICK'S STORES, New York (refreshment orange drink stands). Agency: Weiss & Geller, N. Y. sp *n sa*

NEHI Corp., Baltimore (Royal Crown Cola). Agency: BBDO, New York. *sa ta*

NEHI Corp., Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *n t sa ta*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Geo. H. Hartman Co., Chicago. *sp sa ne*

NEUMODE HOSIERY Co., Chicago. Agency: George H. Hartman Co., Chicago. *sa*

NEW CENTURY BEVERAGE Co., San Francisco (sparkling water). Agencies: M. E. Harlan Adv. Agency, San Francisco; Ruthrauff & Ryan, San Francisco. *sa sp ne*

N. Y. JOURNAL-AMERICAN, New York. Agency: Federal Adv., N. Y. *sa*

NEWSPAPER INSTITUTE, New York. Agency: Rose-Martin Inc., N. Y. *ne*

NITRAGIN Co., Milwaukee. Agency: Western Adv. Agency, Racine, Wis. *sa*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp t*

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y. (Barrington hand cream). Agency: Atherton & Currier, N. Y. *sa*

NORTHAM WARREN Corp., Stamford, Conn. (Cutex, Odorono). *sp*

NORTHERN ELECTRIC Co., Montreal (appliances). Agency: Cockfield, Brown & Co., Vancouver. *sp*

NORTHERN MUTUAL CASUALTY INS. Co., Chicago. Agency: First United Broadcasters, Chicago. *ne sp sa*

NORTHRUP, KING & Co., Minneapolis (seed, feed). Agencies: Olmsted-Hewitt, Minneapolis; Sidney Garfinkel Adv. Agency, San Francisco. *sp sa*

NORTHWESTERN BELL TELEPHONE, Des Moins. *sa*

NORTHWESTERN YEAST Co., Chicago (Mace yeast). Agencies: Benson & Dall, Chicago; MacFarland - Aveyard & Co., Chicago; Arthur Meyerhoff & Co., Chicago. *t sa sp n*

(Continued on page 258)

YOU MAY BE ABLE TO "CAST" 422 FEET* —

BUT—YOU CAN'T BROADCAST INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

Pardon the pun—but it really *isn't* possible to throw a "plug" into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can't put a dependable signal into the area. But WKZO and WJEF *can*—and *do*.

WKZO in Kalamazoo and WJEF in Grand Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice *for real coverage* in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

---

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO

CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(Continued from page 256)

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol). Agencies: Lawrence C. Gumbinner Adv. Agency, N. Y.; Export Adv. Agency, N. Y. *t sp sa*

NORWICH PHARMACAL Co., Toronto (vitamin tablets). Agency: A. McKim Ltd., Toronto. *sp*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *sp n*

NUTRENA MILLS, Kansas City, Kan. (feed). Agency: Ferry-Hanley Co., Kansas City, Mo. *ne sp*

NYAL DRUG Co., Ltd., Toronto (chain stores). Agency: A. McKim Ltd., Toronto. *ta*

O

O'CEDAR Corp., Chicago (polish). Agencies: H. W. Kastor & Sons, Chicago; Aubrey, Moore & Wallace, Chicago. *ta sa*

O-CEDAR of Canada, Toronto (floor polish). Agency: MacLaren Adv. Co., Toronto. *sp*

OELWEIN CHEMICAL Co., Oelwein, La. (Occo). Agency: Cary-Ainsworth, Des Moines. *sp sa*

OGILVIE FLOUR MILLS Co., Montreal. Agency: J. J. Gibbons Ltd., Montreal and Toronto. *sa*

OHIO BELL TELEPHONE Co., Cleveland. *sa*

OHIO OIL Co., Columbus, Findlay. Agency: Stockton, West & Buckhart, Cincinnati. *n ne*

OLD BEN COAL Corp., Chicago (Green Marked Stoker Coal). Agency: J. R. Hamilton Adv. Agency, Chicago. *sp*

OLD WORLD FOODS Inc., Beverly Hills, Cal. Agency: Barrett & Co., Beverly Hills. *sa ta*

OLIVE TABLET Co, Columbus (Dr. Edward's Olive tablets). Agency: Erwin, Wasey & Co., N. Y. *sa*

OLYMPIA BREWING Co., Olympia, Washington. Agency: Botsford, Constantine & Gardner, Seattle. *sp*

OMAR BAKERIES AND OMAR MILLS, Omaha (flour). Agency: MacFarland-Aveyard & Co., Chicago. *sa sp n*

OMEGA CHEMICAL Co., Jersey City (Omega Oil). Agency: Cecil & Presbrey, N. Y. *sa sp*

JOHN OPITZ Inc., Long Island City (J-P Insecticide). *sa*

ORANGE CRUSH Co., Chicago (soft drinks). Agency: M. R. Kopmeyer Agency, Louisville. *sa*

OREGON - WASHINGTON FERTILIZER Co., Seattle. *sp*

ORIENT HOSIERY Co., Montreal (ladies' hose). Agency: Ronalds Adv. Agency, Montreal. *sa*

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels). Agencies: Bermingham, Castleman & Pierce, N. Y.; Adv. & Sales Council, Winchester. *ta sa sp*

OWL DRUG Co., San Francisco (drugs). Agency: Ruthrauff & Ryan, San Francisco. *t*

OWENS ILLINOIS PACIFIC COAST Co., San Francisco & Toledo (glass). Agency: Brooke, Smith, French & Dorrance, Detroit (Insulux). *sa ne sp n*

OYSTER SHELL PRODUCTS Co., New Rochelle, New York (poultry grit). Agency: Cecil & Presbrey, N. Y. C. *sa*

OZOMULSION Co., N. Y. (Emulsified cod liver oil). Agency: Irwin Vladimir Co., N. Y. *ta*

P

PABST SALES Co., Chicago. Agency: Warwick & Legler, N. Y. *n rn sa sp t*

PACIFIC BREWING & MALTING Co., San Francisco (Weiland's beer). Agencies: Brewer-Weeks Co., San Francisco; Long Adv. Service, San Francisco: Leon Livingston Adv. Agency, San Francisco. *ta sp*

PACIFIC COAST BORAX Co., New York (20 Mule Team Borax). Agency: McCann-Erickson, N. Y. *n sp*

PACIFIC GAS & ELECTRIC Co., San Francisco. Agency: McCann-Erickson, San Francisco. *sp*

PACIFIC GREYHOUND BUS LINES, San Francisco. Agency: Beaumont & Hoh- San Francisco (Welland's beer). Agencies: man Adv., San Francisco. *sp n*

PACIFIC GUANO Co., Berkley, Cal. (Gaviota). Agency: O. E. Houfer Industrial Adv., Oakland. *sp*

PACIFIC TELEPHONE & TELEGRAPH Co., San Francisco (service). *sa*

PACKARD BELL Co., Los Angeles (radio & equipment). Agency: Barton A Stebbins, Los Angeles. *n ne*

PACQUIN Inc., New York (hand cream). Agency: Wm. Esty & Co., N. Y. & Hollywood. *t*

PAGE-GRIFFITH LABS., Toronto (vitamin products). Agency: Dickson & Ford, Toronto. *sp*

PAL BLADE Co., N. Y. Agency: Al Paul Lefton Co., N. Y. *sa*

PAN AMERICAN COFFEE BUREAU, New York. Agencies: Buchanan & Co., N. Y.; J. M. Mathes Inc., N. Y. *sa*

PARAMOUNT HOSIERY, Lexington, N. C. Agency: Shaffer, Brennan, Margulis Adv. Co., St. Louis.

PARAMOUNT PICTURES, New York. Agencies: Buchanan & Co., N. Y.; Scholts Adv. Service, Los Angeles. *sa*

PARFUMS WEIL PARIS, New York. Agency: Kelly, Nason, N. Y. *ne*

PARK & POLLARD Co., Buffalo, N. Y. (poultry feeds). Agency: Landsheft Inc., Buffalo, N. Y. *sp*

PARK & TILFORD, N. Y. (Tintex). Chas. M. Storm Co., N. Y. *sa*

PARKER PEN Co., Janesville, Wis. (pens, Quink). Agency: J. Walter Thompson Co., Chicago, *ne n*

PARKER WATCH Co., N. Y. Agency: Sterling Adv., N. Y. *sp*

PARR VITAMIN Co., Chicago. Agencies: United Adv. Cos., Chicago; O'Neil, Larson & McMahon, Chicago. *sp*

PARROTT & Co., San Francisco (Simi wines). Agency: Blum's Adv. Agency, San Francisco. *sa*

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha. *sp ne*

B. S. PEARSALL BUTTER Co., Elgin, Ill. (Elgin Brand Margarine). Agency: Schwimmer & Scott, Chicago. *ne*

PENICK & FORD, New York (Brer Rabbit molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *ta rn t sa*

PENN TOBACCO Co., Wilkes-Barre, Pa. (Julep, Kentucky Winners cigarettes, pipe tobacco). Agencies: Ruthrauff & Ryan, N. Y.; H. M. Kiesewetter Adv. Agency, N. Y. *sp n*

PENNSYLVANIA SALT MFG Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., Chicago & N. Y. *sa rn ta*

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories). Agency: Milton Weinberg Adv. Co. *ta ne sp*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agencies: Benton & Bowles, N. Y.; Tracy-Locke-Dawson, Dallas. *sa t rn*

PEPSI-COLA Co., Long Island City, N. Y. (beverage). Agencies: Newell-Emmett Co., N. Y. *sp n ta*

PEPSODENT Co., of Canada, Toronto. Agency: Spitzer & Mills, Toronto. *sp*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agencies: Foote, Cone & Belding, Chicago; Export Adv. Agency, Chicago. *sa*

PERALTA WINE Co., San Francisco (Monte Cristo wine). Agency: Foote, Cone & Belding, San Francisco. *sp*

(Continued on page 260)

FIRST IN SHENANDOAH
KFNF
"The Friendly Farmer Station"
ESTABLISHED IN 1924
Remains Today The ONLY Independent 100% Farm Station In Its Area

Programmed exclusively for the rural & semi-rural market around Shenandoah—the KFNF operation is specialized and expert.

KFNF's record breaking increase in net time sales—764.5% in 41 months—Nov., 1944 against June, 1941—Provides eloquent proof of performance—spotlights one fact clearly—

For the Tremendously Rich Farm Market Around Shenandoah

INFORMED SPONSORS ARE BUYING
KFNF
1000 Watts *"The Friendly Farmer Station"* 920 KC.
SHENANDOAH, IOWA
For availabilities write or wire direct to Frank Stubbs, Mgr.,
KFNF Inc., Shenandoah, Iowa

Two requisites for Sales Success

SOUTHERN NEW ENGLAND has them both

The sales possibilities of the Southern New England market are ably demonstrated by the fact that the approximately 3,000,000 people who comprise this market possess an effective buying income more than 60% higher than the average for the entire United States. These folks have money to spend—and spend it. And they'll spend it for your product once they're convinced of its merits.

THE MEDIUM
WTIC

The power exerted by 50,000 WATTS and the authority gained by twenty years of faithful service (February 10, 1945), combine to make WTIC an outstanding sales medium. The people of Southern New England have a deep respect for the high standards of quality to which WTIC has long adhered. Hence, they heed your sales message when it is spoken by the friendly and familiar voice of WTIC.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE *Habit* OF LISTENING TO WTIC

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(*Continued from page 258*)

PERFECT CIRCLE Co., Toronto (piston rings). Agency: McConnell, Eastman & Co., Toronto. *ne sa*

PERIODICAL PUBLISHERS NATIONAL COMMITTEE, Washington. Agency: Albert Sidney Noble, N. Y. *sa*

PERSONAL FINANCE Co., Los Angeles, Newark, & Chicago. Agencies: Anderson, Davis & Platte, Los Angeles; Al Paul Lefton Co., Los Angeles. *sa t*

PERSONNA BLADE Co., N. Y. Agency: Amos Parish, N. Y. *ne*

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bars, Ten Crown gum). Agencies: Platte-Forbes, N. Y.; Brisacher, Davis & Van Norden, San Francisco. *sa sp ne n*

PETERSON TRACTOR & EQUIPMENT Co., Hayward, Cal. (Caterpillar tractors). Direct. *sp ne*

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *t sa sp n*

PETRI WINE Co., San Francisco. Agencies: Erwin, Wasey & Co., San Francisco; Young & Rubicam, San Francisco. *sa sp ta n*

PETROL Corp., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood.

PETROL Corp., Philadelphia. Agency: Seberhagen Inc., Philadelphia. *sp*

PETROLEUM INDUSTRY WAR COUNCIL. Agency: McCann-Erickson, N. Y.

PHARMACO Inc., New York, Newark (Feen-a-mint). Agencies: Wm. Esty & Co., N. Y.; Baker Adv., Toronto. *sp n*

PHILA. & READING COAL & IRON Co., Phila. (coal). Agency: McKee & Albright, Phila. *sa*

PHILADELPHIA Co., Pittsburgh (utility). *sa sp*

PHILCO Corp. of Canada, Toronto. Agency: Sayre M. Ramsdell Associates, Philadelphia. *sp*

PHILCO RADIO & TELEVISION Corp., Philadelphia. Agencies: McKee & Albright, Philadelphia; Sayre M. Ramsdell Assoc., Philadelphia. *n t sp*

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk of magnesia). Agency: Dancer-Fitzgerald-Sample, N. Y. *sp n t*

PHILLIPS PACKING Co., Cambridge, Mass. (food). Agency: Aitkin-Kynett Co., Philadelphia. *sa sp*

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. *n sp sa ne*

PIEL BROS., Brooklyn (beer). Agency: Wm. Esty & Co., New York. *n t sp*

PIERCE'S PROPRIETARIES Inc., Buffalo (proprietary). Agencies: Duane Jones Co., N. Y.; F. H. Hayhurst Co., Toronto. *ta sa t*

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: McCann-Erickson, Chicago. *n sp sa*

PILSEN BREWING Co., Chicago. Agency: E. H. Brown Adv. Co., Chicago. *sp*

PINE FOREST Co., Chicago (cosmetics, medical products). Agency: Goodkind, Joice & Morgan, Chicago. *t*

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russel M. Seeds Co., Chicago. *t sa sp*

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. *sa*

PIONEER HI-BRED CORN Co., Des Maines (seed). Agency: Wallace Adv. Co., Des Moines. *sp sa*

PIONEER HIBRED CORN Co., Princeton, Ill. (seeds). Agency: R. J. Potts-Calkin & Holden, Kansas City.

PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Shurman, Memphis (cough syrup). *sa ta*

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. Agencies: J. Walter Thompson Co., N. Y.; Raymond R. Morgan, Los Angeles; Goodkind, Joice & Morgan, Chicago. *ne sp*

PLANTERS NUT & CHOCOLATE Co., San Francisco. Agencies: Raymond R. Morgan Co., Hollywood; Pacific Adv. Agency, San Francisco; Goodkind, Joice & Morgan, Chicago. *sp sa rn n*

PLOUGH Inc., Memphis (St. Joseph's aspirin, Breethem). Agencies: Lake-Spiro-Sherman, Memphis; J. J. Gibbons Inc., Toronto. *ta n*

POND'S EXTRACT Co., N. Y. Agency: J. Walter Thompson Co., N. Y. *ta sa*

POPPY CEREAL Co., Los Angeles. Agency: Associated Adv., Los Angeles.

POPULAR PUBLICATIONS, N. Y. (*Argosy*). Agency: Newell-Emmett Co., N. Y. *sa*

POTOMAC ELECTRIC POWER Co., Washington, D. C. Agency: Henry J. Kaufman Adv. Agency, Washington. *sp*

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *t ta sa*

PRATT FOOD Co. of Canada (stock feeds). Agency: A. McKim Ltd., Toronto. *sp*

PREST-O-LITE BATTERY Co., Indianapolis. Agency: Ruthrauff & Ryan, N. Y. *ta sa*

PRINCE MATCHABELLI, New York (Stradivari perfume). Agency: Morse International, N. Y.

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv., N. Y. (Ivory, Fluffo, P & G, Crisco); Dancer-Fitzgerald-Sample, Chicago (Oxydol, Dreft); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene & Teel, Kirks, American Family); Benton & Bowles, N. Y. (Ivory Snow); Biow Co., N. Y. (Lava, Duz). *n sp sa t ta*

PROCTER & GAMBLE Co. of Canada, Toronto. Agencies: Pedlar & Ryan, N. Y. (Camay, Chipso); Dancer-Fitzgerald-Sample, Chicago (Oxydol); Compton Adv., N. Y. (P. & G. Soap, Ivory bar); Benton & Bowles, N. Y. (Ivory Snow & Crisco). *t n sp*

PRUDENTIAL INSURANCE Co. of America, Newark and New York. (Agency: Benton & Bowles, N. Y. *n sp*

JOHN PUHL PRODUCTS Co., Chicago (Fleecy White Bleach). Agency: Roche, Williams & Cleary, Chicago. *sa*

PURE FOODS Co., Mamaroneck, N. Y. (Herb-Ox bouillon). Agency: J. M. Mathes, N. Y. *sa sp*

PURE OIL Co., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. *ne n sa*

PUREPAC Corp., New York (Flemex cough syrup). Agency: Klinger Adv., N. Y. *ne*

PUREX Co., Los Angeles. Agencies: BBDO, Hollywood; Foote, Cone & Belding, Los Angeles. *sa sp*

PURITAN MILLS, Atlanta (My-T Pure flour). Agency: Eastburn & Siegel, Atlanta. *sa*

PURITY BAKERIES Corp., Chicago (Taystee bread). Agencies: Campbell-Ewald, N. Y.; Campbell-Mithun, Minneapolis. *ne*

Q

QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (oatmeal, Little Kurnels, Puffed Rice, Wheat); Sherman K. Ellis & Co., N. Y. (Muffets, Aunt Jemima, Pettijohn's cereals, Farina, Ful O'Pep); Mitchell-Faust Adv. Co., Chicago (macaroni); Campbell-Ewald Co., Chicago (concentrated soup); Benton & Bowles, Chicago (Farina). *n sp sa t ta*

QUAKER OATS Co., Peterboro, Ont. (Ful-O-Pep Feed). Agency: Spitzer & Mills Ltd., Toronto. *t sp n*

QUALITY BAKERS OF AMERICA CO-OP Inc., New York. Agency: Harry Jacobs Productions, N. Y. *ta*

R

RCA VICTOR Corp., Camden, N. J. (radio sets, tubes). Agencies: J. Walter Thompson Co., N. Y.; Ruthrauff & Ryan, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa t ta*

RCA VICTOR Corp., Montreal (radios, records). Agency: J. Walter Thompson Co., Toronto. *sp n*

RKO-RADIO PICTURES Corp., New York (movies). Agencies: Foote, Cone & Belding, N. Y.; Donahue & Coe, N. Y. *sa sp*

RADBILL OIL Co., Philadelphia. Agency: Harry Feigenbaum Adv. Agency, Philadelphia. *sp sa*

RADIO BIBLE CLASS, Detroit. Agency: Aircasters Inc., Detroit. *n sp*

(*Continued on page 262*)

WMFJ

DAYTONA BEACH, FLA.

250 WATTS

1450 KILOCYCLES

BLUE

COX & TANZ

..in CENTRAL IOWA YOU GET..

MORE SALES MESSAGES
MORE SALES MESSAGES
MORE SALES MESSAGES

More Sales Contacts at No Extra Cost . . . . . over KSO

KSO's Concentrated Coverage . . . Lower Rate Enables you to Hit Your Listeners *Oftener* with *Extra Sales Messages — at No Extra Cost!*

KSO is Newly Reorganized to give you Greater Sales *Action*.

Flash! Latest Hooperating:
KSO 1-2 in Des Moines Daytime Coverage. More Listeners for Less Money!

Do you want to sell the rich Des Moines and Central Iowa Market *more effectively?* Then *look* at the sales job you get with KSO. KSO blankets Central Iowa at the lowest cost. Saves you money. Your budget goes farther, hits listeners *oftener* with added sales messages at *no extra cost to you!*

KSO does more than *air* your advertising . . . it goes to *work* for you. You get the benefit of this powerful re-vitalized "salesman" in this rich, productive market . . . backing up your advertising with the kind of merchandising that sells . . . *sells* . . . SELLS!

Yes, there's *new life* on Des Moines' KSO. The Twin Cities' George Higgins, one of the most promotion-minded men in radio, is the new General Manager. He has brought in a new staff with the kind of talent that *builds* listening audiences . . . audiences for *your* sales story.

KSO is selling merchandise for Philco, Kellogg, Swift & Co., Jergens, Coca-Cola, Bristol Myers and many others. Get this benefit for yourself, now. Write for KSO's sales-minded proposition, today.

Blue & Mutual 'til June 16
. . . Then . . .
KSO goes Basic
COLUMBIA!

5,000 Watts
Day & Night

KSO

1640
Kilocycles

Owned and Operated by
Kingsley H. Murphy
Geo. J. Higgins, General Manager
HEADLEY-REED CO., National Representatives

DIRECTORY OF 1944 NATIONAL-REGIONAL RADIO ADVERTISERS

(*Continued from page 260*)

RAINIER BREWING Co., San Francisco. Agency: Buchanan & Co., Los Angeles. *sa sp*

RALADAM Co., Detroit (Marmola). Agencies: Street & Finney, N. Y.; Spot Broadcasting, N. Y. *ta*

RALSTON PURINA Co., St. Louis (Ry-Krisp cereal and feeds). Agency: Gardner Adv. Co., St. Louis. *n sa sp ta*

RALSTON PURINA Co., Toronto (feed, dog food). Agencies: James Fisher Co., Toronto; Gardner Adv. Co. *t*

A. RAMSEY & SON Co., Montreal. Agency: A. McKim Ltd., Montreal. *sp*

RATH PACKING Co., Waterloo, Ia. (Blackhawk luncheon meat). Agency: Young & Rubicam, Chicago. *sa*

RAYMOND LABS, St. Paul (Bayve shampoo). Agency: Milton Weinberg Adv. Co., Los Angeles. *sa*

RAYTHEON MFG. Co., Newton, Mass. Agency: Hirshon-Garfield, N. Y. *t*

READER'S DIGEST ASSN., Pleasantville, N. Y. (magazines). Agencies: BBDO, N. Y.; Grant Adv. S. A., Mexico City. *sa*

RED-EE FOODS Inc., Los Angeles. Agency: Foote, Cone & Belding, N. Y. *n*

RED TOP BREWING Co., Cincinnati. Agency: Joseph Adv. Agency, Cincinnati. *sa ta*

REGAL AMBER BREWING Co., San Francisco. Agency: M. E. Harlan Adv. Agency, San Francisco. *sa t*

"SALESMANSHIP"

When a good salesman meets a Real Prospect, you know what happens. The prospect becomes a good customer. Sales are made that way!

That's exactly what happens when you buy spots or a program on a Progressive Station.

WRAK is a good "Salesman." WRAK knows how to sell! And, what's more, WRAK has thousands of eager prospects, listening to each sales message, ready to buy. Yes the Williamsport area is rich and productive. Get our rates and other important facts.

National Representative:
J. P. McKinney and Son
New York - Chicago

WRAK
Williamsport,
Pennsylvania
— NBC —

REICHOLD CHEMICALS Inc., Detroit. Agency: Grant Adv., N. Y. *sp n*

REID, MURDOCK & Co., Chicago & Medford, Mass. (Monarch foods). Agencies: Rogers & Smith Adv. Agency, Chicago; W. B. Ross & Assoc., Los Angeles; U. S. Adv. Co., Chicago. *sa*

WM. B. REILLY & Co., New Orleans (coffee and tea). Agency: Walker Saussy, New Orleans. *sa*

RENDALL MFG. Co., Lawrence, Mass. (soapine). Agency> Badger & Browning, Boston. *ta*

RENOIR PARFUMS, N. Y. (Chichi, My Alibi). Agency: Abbott Kimball Co., N. Y.

REPUBLIC PICTURES Corp., New York. Agency: Donahue & Coe, New York.

RESINOL Co, Baltimore (ointment). Agency: Courtland D. Ferguson Inc., Washington and Baltimore. *sa*

REVLON PRODUCTS (cosmetics). Agency: McCann-Erickson Inc., N. Y. *sp*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigaretes, Prince Albert tobacco). Agency: Wm. Esty & Co., N. Y. *sp sa n*

RICE SCHMIDT BAKING Co., Washington. Agency: William A. Schautz Inc., N.Y. *sa*

RICHFIELD OIL Co. of California, Los Angeles (Richfield gas). Agencies: Hixson-O'Donnell, Los Angeles; Sherman K. Ellis Co., N.Y. *t ta sp n*

RICHFIELD OIL Corp. of N. Y. Agencies: Sherman K. Ellis & Co., N. Y.; Hixson-O'Donnell Co., Los Angeles. *n t sp ta ne*

RIESER CO., N. Y. (Venida leg make-up). Agency: E. T. Howard Co., N. Y *sa*

RINGLING BROS. & BARNUM & BAILEY CIRCUS. Agencies: George H. Hartman & Co., Chicago; Caples Co., Chicago. *sa*

RIT PRODUCTS Corp., Chicago (dyes, soap). Agency: Earle Ludgin Inc., Chicago. *ta t sa*

ROBERTS BIOLOGICAL LABS, Toronto (Vitavax cold caps.). Agency: MacLaren Adv., Toronto. *sa*

ROBERTSHAW THERMOSTAT Co., Youngwood, Pa. (heat control). Agency: Hixson-O'Donnell Adv., N. Y. *sa*

ROBIN HOOD MILLS, Montreal (oats). Agency: Young & Rubicam, Montreal. *sp*

ROCKWOOD & Co., Brooklyn (Pecan Feast). Agency: Federal Adv. Agency, N. Y. *sp sa*

ROE FARMS MILLING Co., Atwood, Ont. (farm feeds). Agency: Ronalds Adv., Toronto. *ne sp*

ROLOFF DISTRIBUTING Co., Los Angeles (H. A. G. scalp & hair shampoo). *sp*

ROMA WINE Co., New York (Cellarete and La Boheme wines). Agencies: Birmingham, Castleman & Pierce, N. Y.; Robert Kahn & Associates, Chicago; Cesana & Assoc., San Francisco; Biow Co., N. Y. & San Francisco. *sa sp rn t ne n*

ROMAN MACARONI Co., N. Y. Agency: Van Dolen, Givaudan & Masseck, N. Y. *sp*

RONZONI MACARONI Co., N. Y. (macaroni, spaghetti sauce). Agency: Emil Mogul Co., N. Y. *sa*

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy peanut butter). Agencies: Sidney Garfinkel Adv. Agency, San Francisco; Garfield & Guild, San Francisco. *t*

MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter). Agency: Gerth-Pacific Adv., Los Angeles. *sa*

LOUIS ROSELAAR & Co., N. Y. (diamond dealers). *t ta*

ROSICRUCIAN FELLOWSHIP, Santa Monica, Cal. (religious). Agency: Richard Jorgensen Adv., San Jose. *sp*

ROYAL CROWN BOTTLING Co., Opelika, Ala. (Royal Crown beverage). Agency: BBDO, N. Y. *ta sp*

RUBSAM & HORRMANN BREWING Co., Staten Island, N. Y. (R & H beer). Agency: Samuel C. Croot Co., N. Y. *sp sa*

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: H. B. Humphrey Co., Boston. *rn sp sa t*

JACOB RUPPERT BREWERY, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp t ne*

S

S. & W. FINE FOODS, San Francisco. Agencies: Brisacher, Van Norden & Staff, San Francisco; S. C. Croot Inc., N. Y. *sa*

MORRIS B. SACHS, Chicago (clothing stores). Agency: Wade Adv., Chicago. *sp*

SAFEWAY STORES, Oakland, Cal. (grocery chain). Agencies: McCann-Erickson, San Francisco; J. Walter Thompson Co., San Francisco (Brown Derby beer, Lucerne milk). *rn sa sp ta*

SALADA TEA Co. of Canada, Toronto. Agency: Thornton Purkins Ltd., Toronto. *ne*

DR. SALSBURY'S LABS., Charles City, Ia. (poultry remedies). Agency: N. A. Winter Adv. Agency, Des Moines. *sa ta*

SAN FRANCISCO BREWING Corp., Oakland, Cal. Agency: Emil Reinhardt Adv. Agency, Oakland. *ta*

SAN GABRIEL WINE Co., L. I. City, New York. Agency: Emil Mogul Co., N. Y. *ta*

SANTA FE RAILWAY, Chicago. Agency: Leo Burnett Co., Chicago. *ta*

SANTISEPTIC Co., Portland, Ore. (shaving lotion). Agency: Botsford, Constantine & Gardner, Portland. *ne*

SARGENT & CO., Des Moines (feeds). Agency: Fairall & Co., Des Moines. *sa*

SCALAMANDRE'S SILKS, N. Y. Agency: New Century Adv., N. Y. *sp*

SCHALK CHEMICAL Co., Los Angeles (Hydro-Puro-cleanser). Agency: Erwin, Wasey & Co., Los Angeles. *sa*

ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge beer). Agency: Lawrence I. Everling, Philadelphia. *t sa*

SCHENLEY DISTILLERS Corp., New York (wines). Agencies: Biow Co., N. Y.; William H. Weintraub Co., N. Y. (Dubonnet); Peck Adv., N. Y.; BBDO, N. Y. (Cresta Blanca). *n sp*

G. SCHIRMER Inc., N. Y. (music publisher). *sp sa*

J. M. SCHNEIDER Ltd., Kitchener, Ont. (prepared meats). Agency: J. B Gibbons Ltd, Toronto *sp*

SCHOENHOFEN EDELWEISE Co., Chicago (beer). *sa*

SCHOLL MFG. Co., Chicago (Zino-pads, Foot Balm, foot appliances, remedies). Agency: Donahue & Coe, N. Y. *sa*

SCHOLL MFG., Toronto (foot appliances). Agency: F. H. Hayhurst Co., Toronto. *sa*

S. A. SCHONBRUNN & Co., N. Y. (Savarin coffee). Agency: Roy S. Durstine Inc., N. Y. *sa*

SCHUCKL & Co., Sunnyvale, Cal. (Rancho soup). Agency: Erwin, Wasey & Co., San Francisco. *ne*

SCHULZE & BURCH BISCUIT Co., Chicago (crackers) Agencies: Reinecke, Ellis, Younggreen & Finn, Chicago. Leo Burnett Co., Chicago. *ta.*

SCHUTTER CANDY Co., Chicago. Agencies: Rogers & Smith, Chicago. Roche, Williams & Cleary, Chicago; Schwimmer & Scott, Chicago. *sa n*

SCRIPTO MFG. Co., Atlanta (Pencils & lead). Tucker Wayne & Co., Atlanta. *ne sa*

WILLIAM S. SCULL & Co., (Minute Man soup, Boscul). Agency: Compton Adv., N. Y. *sa*

SEABOARD FINANCE Co., Los Angeles (loans). Agency: Smith & Bull Adv., Los Angeles. *sa sp n ne*

SEAL-COTE Co., Hollywood (finger nail polish preserver). Agency. Buchanan & Co., Los Angeles. *sa t*

SEALTEST Inc., Philadelphia (dairy products). Agency. McKee & Albright, Philadelphia. *t n sp*

SEALY MATTRESS Co., Los Angeles. Agencies. Alvin Wilder Adv., Los angeles. Schwimmer & Scott, Chicago. *sp*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Schwimmer & Scott, Chicago. Mayers Co., Los Angeles (in Southern Cal.) Wiltman & Pratt, Pittsburgh. *t rn sa*

SEATTLE BREWING & MALTING Co. Seattle. Western Agency, Seattle. *ne*

LAURA SECORD CANDY SHOPS, Toronto, Agency: Cockfield, Brown & Co., Toronto. *sp*

SEECK & KADE, New York (Pertussin). Agency: Irwin, Wassey & Co., N. Y. *ta*

(*Continued on page 264*)

No Greater CONCENTRATION OF buying power

GREATER KANSAS CITY

Until YOU REACH THE PACIFIC COAST

Sources:
Homes with Radios—Bureau of Census. All other data—Sales Management's "Survey of Buying Power," May 10, 1944. (Reprinted with Permission.)

GREATER KANSAS CITY MARKET DATA:

METROPOLITAN COUNTIES (and Important Cities)	Est. City Population 12-1-43	EFFECTIVE Buying Income	TOTAL RETAIL SALES	HOMES WITH RADIOS
Jackson (Mo.)	494,200	$827,743,000	$371,050,000	133,067
Kansas City	431,700	700,302,000	352,224,000	112,945
Wyandotte (Ks.)	147,100	201,627,000	73,708,000	36,676
Kansas City	135,000	180,114,000	68,066,000	31,163
Johnson (Ks.)	40,900	25,964,000	12,358,000	8,552

Except for Los Angeles, San Francisco, and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.

And directly on this nine hundred million dollar market KCKN concentrates ALL of its effort. KCKN is strictly a metropolitan station for metropolitan listeners.

KCKN offers you the all-important MASS-MARKET BUYING POWER of Greater Kansas City *without* the rate penalty of out-state coverage.

MUSIC BY DAY MUTUAL BY NIGHT

KCKN, Kansas City's popular-music station, becomes a BASIC station of the Mutual Network at 6 P. M.

24 HOURS A DAY

KCKN is the only station within 200 miles of Kansas City operating on a 24-hour schedule—day and night, ALL night.

KCKN
Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

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SEEMAN BROS., New York (Leava-Bake White Rose tea, Kitchen Magic). Agencies: J. D. Tarcher & Co., N. Y. Al Paul Lifton Co., N. Y. Wm. H. Weintraub Co., N. Y. *sp ne*

R B. SEMLER Inc., New York (Kreml hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp ne*

SERUTAN Co., Jersey City (proprietary). Agency: Raymond Spector Co., N. Y. *sp t ne n*

SERVEL Inc., N. Y. (meats). Agency: BBDO, N. Y. *sp n*

SEVEN-UP BOTTLING Co., Durham, N. C., Los Angeles, Montgomery, Ala., (beverage). Agencies: Glasser, Los Angeles. Rhoades & Davis, San Francisco. Raymond Keane, Denver. Harvey-Massingale Co., Durham. *sa sp*

W. A. SHAEFFER PEN Co., Fort Madison, Ia. (pens, pencils, skrip). Agency: Russel M. Seeds, Chicago. *sp t sa*

SHARP & SHEARER, Reading, Pa. (cough drops). Blaine-Thompson Co., N. Y. *sa*

SHASTA WATER Co., San Francisco (sparkling water). Agency: Brisacher, Van Norden & Staff, San Francisco. *ne sa*

H. L. SHAW & SONS, Boston (soapless suds). L. H. Hartman Co., N. Y. *ta*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHELL UNION OIL CORP., N. Y. Agency: J. Walter Thompson Co., N. Y.

SHERWIN - WILLIAMS Co., Cleveland (paint, Kemtone). Agencies: Warwick & Legler, N. Y. Newell-Emmett Co., N. Y. *n sa sp*

SHERWOOD BROS., Baltimore (oil & gas). Agency: Van Sant Dugdale & Co., Baltimore. *n ne*

SHIPMAN & BAKER, N. Y. Modern Merchandising Bureau, N. Y. *sp*

SHIRRIFF'S Ltd., Toronto (marmalade, desserts) Cockfiield, Brown & Co., Toronto. *sp*

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs). Agency: Cockfield, Brown & Co., Toronto. *ta*

SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey) Schwimmer & Scott, Chicago. *sa sp*

SIERRA CANDY Co., San Francisco. Agency: Robert B. Young, San Francisco. *sp*

SIERRA MADRE WINERY, N. Y. Erland Adv., N. Y. *sp*

SIGNAL OIL & GAS Co., Los Angeles: Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *rn sp n*

SIMON & SCHUSTER, New York (books). Agencies: Northwest Radio Adv. Co., Seattle; Huber Hoge & Sons, N. Y. *sp*

SINCLAIR REFINING Co., New York (H-C gasoline, etc.) Agency: Hixson O'Donnel Adv., N. Y. *sp n*

SKELLY OIL Co., Kansas City. Agency: Henri, Hurst & McDonald, Chicago. *ne sp n*

SKIDOO Co., Columbus (cleaner). Byer & Bowman, Columbus. *sa*

SKINNER MFG. Co., Omaha (Skinner's raisin bran, macaroni products) Agency: Ferry-Hanly Co., Kansas City. *sa ta*

DR. EARLE S. SLOAN Inc., New York (liniment). Agency: Warwick & Legler, N. Y. *n sp*

ALLEN V. SMITH & Co., Marcellus, N. Y. (Puritan Brand split peas). Agency: Alley & Richards Co., N. Y. *sa*

SMITH BROODER Co., St. Louis (Mother Nature Brooder). Agency: Shaffer, Brennan-Margulis, St. Louis. *sp*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *n sa sp*

EPPENS SMITH Co., N. Y. (Holland House Coffee, Challenge Tea). Agency: Scheck Adv., Newark.

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: Compton Adv. Co., N. Y. *ta n*

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner). Agencies: Hillman-Shane Adv., Los Angeles. Buchanan & Co. *sa sp n ne*

SONORA RADIO & TELEVISION CORP., Chicago (radios). Weiss & Geller, Chicago. *sp*

SOUTHERN COTTON OIL Co., New Orleans. Agencies: Tracey-Locke-Dawson, N. Y. & Dallas. Kenyon & Eckhardt, N. Y. *sp n*

SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Foote, Cone & Belding, San Francisco. *sa*

SOUTHERN SPRING BED Co., Atlanta. Agency: Tucker Wayne & Co., Atlanta. *ne*

SOUTHLAND COFFEE Co., Atlanta (Bailey's Supreme coffee). Donahue & Coe, Atlanta. *ne*

SOUTHWEST FOOD PRODUCTS, Long Beach, Cal. (jams, jellies, syrups). Dave Foutz Adv., Long Beach. *ta*

A. G. SPAULDING & BROS. (sports goods). Chicopee, Mass. Agency: Stanley G. Boynton, Detroit *sp*

SPARKLETT'S DRINKING WATER Corp., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *sp t ne*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. Knox Reeves Adv., Minneapolis. *n sp t ne*

SPIEGEL'S Inc., Chicago (mail order). Agency: J. L. Stewart Agency, Chicago. *sp*

SPRATT'S PATENT Ltd., Newark (dog food) Agency: Paris & Peart, New York. *sa*

E. R. SQUIBB & SONS, New York (dental cream). Agencies: Geyer, Cornell & Newell, N. Y. Dorland International Inc., N. Y. (for foreign adv.). BBDO, N. Y. *sp n*

SQUIRT, Beverly Hills, Cal. Kal Inc., Wash., D. C. *t*

STAHL-MEYER Co., N. Y. (meat products). Blaker Adv., N. Y. *ne*

A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Hill Blackett & Co., Chicago. *sa sp*

STANBACK Co., Salisbury, N. C. (remedy). Agencies: J. Carson Brantley Adv. Agency, Salisbury, N. C. Klinger Adv. Corp., N. Y. Dave Lodge, Phila. *sp sa t ta*

STANDARD B VITAMINS Inc., New York (Major "B", B complex tablets). Agency: Charles N. Hoyt Co., N. Y. *t ta*

STANCO PRODUCTS, N. Y. (Flit, Mistol, Nugol). Agency: McCann-Erickson, N. Y.

STANDARD BEVERAGES, San Francisco (Par-T-Pak). Agency: Brisacher, Van Norden & Staff, San Francisco. *sp*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.) Agencies: J. Walter Thompson Co., N. Y. (Tender Leaf Tea); Sherman K. Ellis Co., N. Y.; Kenyon & Eckhardt, N. Y. (Fleischmanns, Chase & Sanborn coffee); Arthur Kudner, N. Y.; Ted Bates Inc., N. Y. (Royal gelatins & puddings, baking powder, Fleischmann's liquors); H. W. Kaster & Sons, Chicago (Stams, Stam B). *sa n sp t rn*

STANDARD BRANDS, Montreal (Fleischmann's food products). Agencies; J. Walter Thompson Co., Montreal; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sp sa ta*

STANDARD OIL Co., of Cal., San Francisco. Agency: BBDO, San Francisco & direct. *sp*

STANDARD OIL Co., of Indiana, Chicago. Agency: McCann-Erickson, Chicago. *ta rn* Y. *n sp sw*

STANDARD OIL Co., of N. J., New York (Esso) Agency: Marschalk & Pratt, N. Y. *n sp sw*

FREDERICK STEARNS & Co., Detroit (astringosol). Export Adv., Chicago.

FREDERICK STEARNS & Co., Windsor, Ont. (Nyal drugs). Agency: A. McKim Ltd., Toronto. *sa*

STERLING DISTRIBUTORS, Windsor, Ont. (Bayer aspirin, Phillips Milk of Magnesia). Agencies: Dancer - Fitzgerald - Sample, Chicago; Ruthrauff & Ryan, N. Y. (Ironized Yeast, Molle Shaving Cream).

STERLING PRODUCTS, New York (Bayer aspirin, Danderine, etc.). Agencies: Dancer-Fitzgerald-Sample, Chicago; Cramer-Krasselt Co., Milwaukee; Rauthrauff & Ryan, N. Y. (Consumers Products); Sherman & Marquette. *n t sp*

STEWART & ASHBY COFFEE Co., Chicago. Roche, Williams & Cleary, Chicago.

STOKELY BROS. & Co., Indianapolis (Van Camp's Tenderoni, beans). Agency: Calkins & Holden, N. Y. *sa n*

W. F. STRAUB & Co., Chicago (prune juice). S. Duane Lyon, N. Y. *sp*

JOHN STUART SALES, Toronto (Dunhill cigarets). Agency: Harry E. Foster Agencies, Toronto. *sp*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agencies: Roche, William & Cleary, Chicago, Schwimmer & Scott, Chicago. *t ne*

SUDBURY LABS., S. Sudbury, Mass. (Chaperone). Agencies: Mason L. Ha Adv., Boston. Bresnick & Solomon, Boston. *sa*

SUN OIL CO., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cleary, Chicago (insecticides); Stewart-Jordan Co., Philadelphia. *n sa ta ne*

SUN SHIPBUILDING & DRYDOCK Co., Chester, Pa. *sp*

SUNWAY FRUIT PRODUCTS Co., Chicago (vitamins). Agencies: Schwimmer & Scott, Chicago; Sorensen & Co., Chicago; Northwest Radio Adv. Co., Seattle. *sp*

SUPERTEST PETROLEUM Corp., London, Ont. Harry E. Foster Agencies, Toronto. *sp*

SWEETS Co. of America, New York (Tootsie Rolls). Agencies; Biow Co., N. Y.; Duane Jones Co., N. Y. *ta sa*

SWIFT & Co., Chicago (meat, Vigr dairy products, Sunbrite). Agencies; J. Walter Thompson Co., Chicago; McCann-Erickson, Chicago (Brookfield cheese); Needham, Louis & Brorbey, Chicago. *ta sa n sp*

SYLVANIA ELECTRIC PRODUCTS, Dover, N. H. *sa*

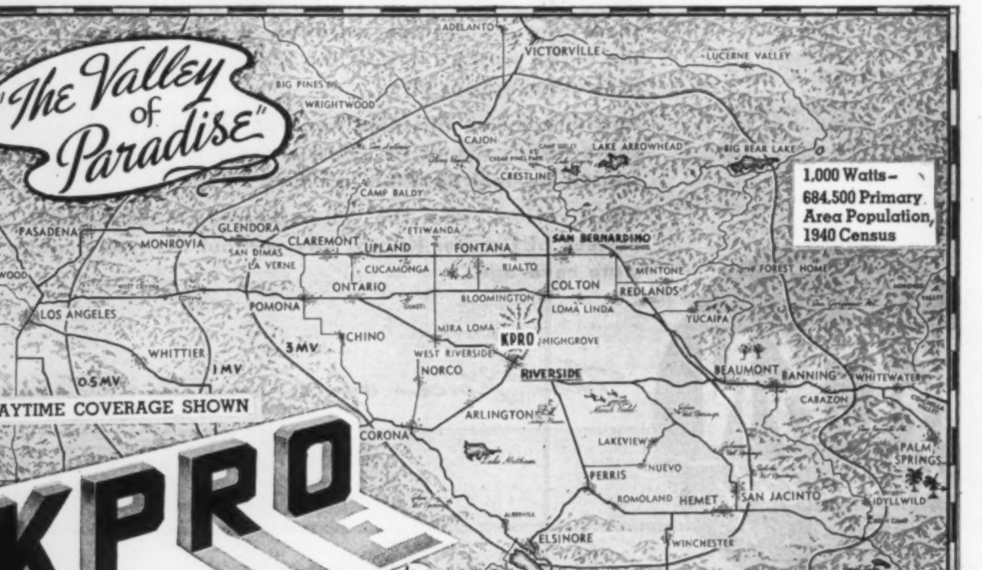
T

TABLE PRODUCTS Co., Oakland, Cal. (Nu-Made Mayonnaise). Foote, Cone Belding, San Francisco. *sp n*

TASTEE BEVERAGE Co., Los Ang (Kleer n 'Kleen air). Pacific Adv., L Angeles. *sa*

JOHN TAYLOR DRY GOODS Co., Kan City. Agency: R. J. Potts-Calkins & E den Agency, Kansas City. *sp*

(*Continued on page 266*)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PASADENA
MONROVIA
GLENDORA
CLAREMONT
UPLAND
ETIWANDA
FONTANA
SAN BERNARDINO
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LA VERNE
CUCAMONGA
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WHITTIER
1MV
NORCO
BEAUMONT
BANNING
WHITEWATER
0.5MV
CABAZON
ARLINGTON
CORONA
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PALM SPRINGS
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PERRIS
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ELSINORE
WINCHESTER
MURRIETA
TEMECULA
SAN JUAN CAPISTRANO

MAKE-BELIEVE BALLROOM
with Martin Block
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10:00-11:30 mornings
5:30-7:30 evenings

THE WIFESAVER
with Allen Prescott
Monday thru Friday
9:35-10:00 a.m.

MILKMAN'S MATINEE
with Art Ford
Monday thru Sunday
12:00 mid.-6:30 a.m.

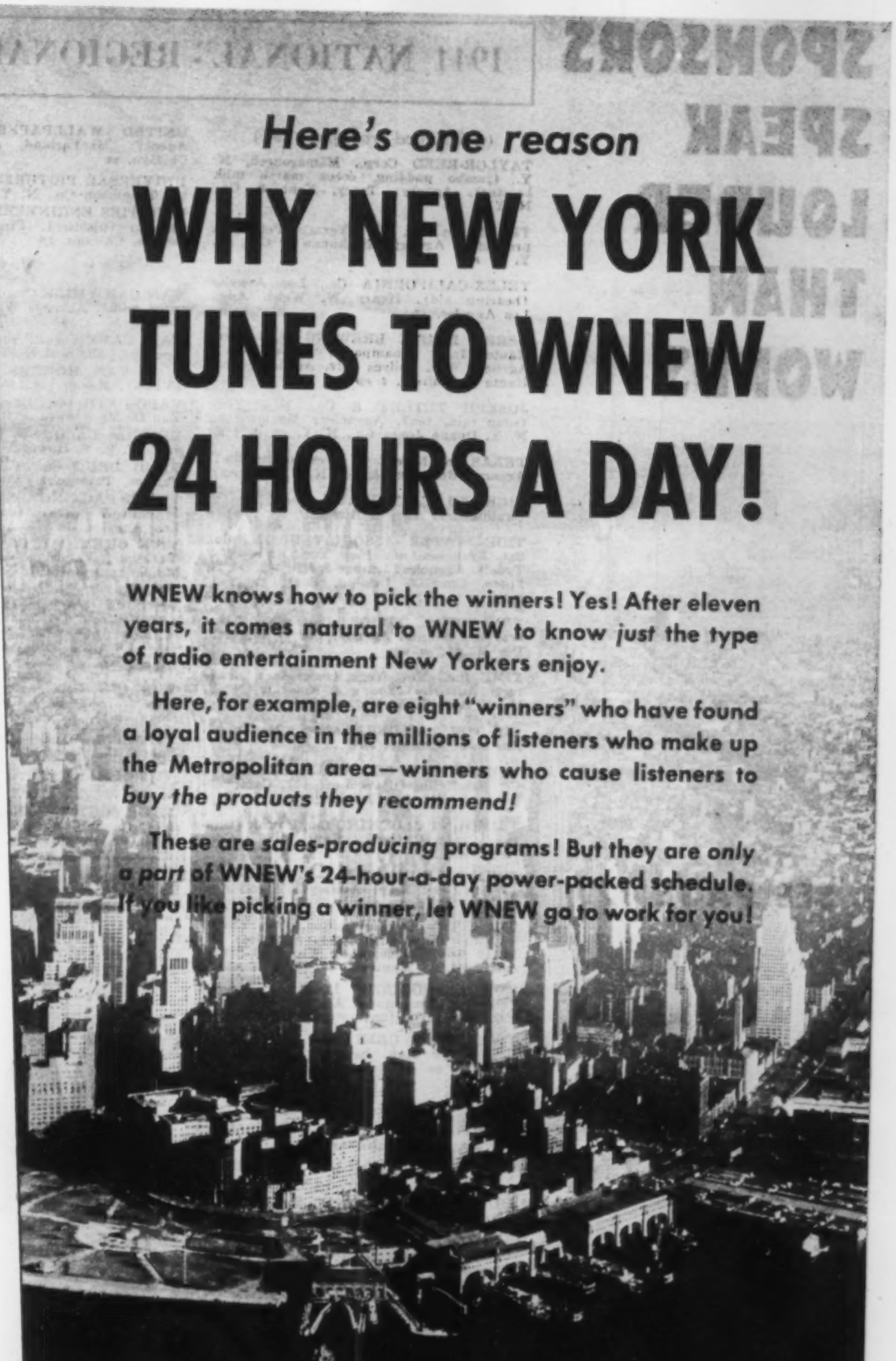
HOLLYWOOD DIGEST
with Paula Stone
Monday thru Saturday
5:15-5:30 p.m.

WAR DIARY
with George Brooks
Monday thru Saturday
7:35-7:45 p.m.

MAGIC OF MUSIC
with Bill Williams
Monday thru Saturday
8:00-9:00 p.m.

MUSIC HALL
with Maurice Hart
Monday thru Saturday
2:00-4:00 p.m.

TAKE IT EASY
with Judy Lang
Monday thru Friday
12:00 noon-12:30 p.m.



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SEE PAGE 127

1944 NATIONAL - REGIONAL RADIO ADVERTISERS

(Continued from page 264)

TAYLOR-REED Corp., Mamaroneck, N. Y. (jumbo pudding, cocoa marsh milk booster). Agency: Tracy, Kent & Co., N. Y.

TEXAS Co., N. Y. (Texaco Petroleum products). Agency: Buchanan & Co., N. Y. *sp n*

TELEX-CALIFORNIA Co., Los Angeles (hearing aid). Henry W. Welsh Adv., Los Angeles. *sp*

TERRE HAUTE BREWING Co., Terre Haute, Ind. (Champagne Velvet beer). Agency: Wm. Pollyea Adv. Agency, Terre Haute and direct. *t sp*

JOSEPH TETLEY & Co., New York (soup mix, tea). Agencies: Maxon Inc., N. Y. Duane Jones Co., N. Y. *rn sa t sp*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sa*

RICHARD E. THIBAUT Inc., N. Y. (wallpaper). Alley & Richards, N. Y. *sp n*

TIDE WATER ASSOCIATED OIL Co., San Francisco and New York (Veedol & Tydol). Agencies: Lennen & Mitchell, N. Y., Foote, Cone & Belding, San Francisco. *n sp sa*

TIDY HOUSE PRODS. (household cleaners) Des Moines. Agency: Cary Ainsworth, Des Moines. *sa sp*

TIME Inc., New York (magazines, newsreel) Agencies: Young & Rubicam, N. Y. Grant Adv. S. A. Mexico City. *n sp*

TIP TOP TAILORS, Toronto. McConnell-Eastman, Toronto. *sp*

TOBACCO BY-PRODUCTS & CHEMICAL Co., Louisville (Black Leaf 40). Campbell-Sanford Adv. Co., Cleveland. *ta*

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes). Emil Mogul Co., N. Y. *ne*

JOHN F. TROMMER Inc., Brooklyn, N. Y. (White Label Beer) Agency: Federal Adv. Agency, N. Y. *ta sp*

TUCKETT's Ltd., Hamilton, Ont. (Buckingham, Wings cigarettes). Agencies: McLaren Adv. Co., Toronto; Whitehall Broadcasting Ltd., Montreal. *ta sa n*

TURCO PRODUCTS Inc., Los Angeles (cleaning compound). Agency: Warren G. Fehlman Adv., Huntington Park, Cal. *t sp*

TWENTIETH CENTURY - FOX FILM Corp., New York. Agency: Kayton-Spiero, N. Y. *n sa*

U

UCO Food Corp., Newark (coffee) Agency: Scheck Adv., Newark. *sa*

BERNARD ULLMAN Co., N. Y. (Bucilla Yarns). Grey Adv., N. Y. *sa*

ULTRA-LIFE LABS, E. St. Louis, Ill. (Markitop feeds). Huffman Adv. Agency, St. Louis.

UNCLE SAM BREAKFAST FOODS, Omaha. Buchanan & Thomas Co., Omaha. *sa*

WILLIAM UNDERWOOD Co., N. Y. (deviled ham). BBDO, N .Y. *sp*

UNION ICE Co., of Cal. San Francisco. George M. Wessels Co., Los Angeles. *sa n*

UNION OIL CO. of CAL. Los Angeles (Aristo oil). Agency: Foote, Cone & Belding, Los Angeles, *n sp rn*

UNION OIL Co., Vancouver. Stewart-Lovick, Vancouver. *sp*

UNION PACIFIC RAILROAD, Omaha. Caples, Adv., Omaha. *sp n*

UNITED AIR LINES TRANSPORT Corp., Chicago. Agency: N. W. Ayer & Son, N. Y. *n sp*

UNITED ARTISTS Corp., New York (movies). Agencies: Donahue & Coe, N. Y.; Lawrence Fertig & Co., N. Y.; M. M. Fisher Assoc., Chicago. *sa*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y. *t*

UNITED DRUG Co., (Rexall). Agency Ronalds Adv. Agency, Toronto. *sp*

U. S. RUBBER Co., N. Y. Agency: Campbell-Ewald Co., N. Y. *sp n*

U. S. TOBACCO Co., New York (Dill's, Model, B & R tobacco). Agency: Arthur H. Kudner, N. Y. *n sa sp*

UNITED WALLPAPER Co., Chicago. Agency: MacFarland, Aveyard & Co., Chicago. *sa*

UNIVERSAL PICTURES, N. Y., J. Walter Thompson Co., N. Y. *sa*

UTILITIES ENGINEERING INSTITUTE, Chicago (plastics). First United Broadcasters, Chicago. *sp*

V

VAN CAMP MILK Co., New York (evaporated milk). Agency: William Douglas McAdams, N. Y. *sa*

VAN CAMP'S Inc., Indianapolis (food). Agency: Calkins & Holden, N. Y. *ta sp sa*

C. J. VAN HOUTEN & ZOON, N. Y. (Vicoa). Maxon Inc., Detroit *sa*

VAPO-PATH Inc., Dayton O. (vitamins). Van De Mark Agency, Cincinnati. *sa*

VENIDA LACQUER Co., N. Y. (cosmetics). E. T. Howard Co., N. Y. *ta*

VENO DRUG Co., Toronto. Atherton & Currier, Toronto *t*

VENUS PACKING Co., Los Angeles (Pronto chili & beans). Glasser-Gailey & Co., Los Angeles. *sa*

VICK CHEMICAL Co., N. Y. C. (Vick's Voratone, Vaporub, Vatronol). Agencies: Morse International, N. Y.; Grant Adv., Chicago. *n sa sp rn t ne ta*

VICTORY PACKING Co., Los Angeles (Meat-y fresh dog food). David Dens Agency, Los Angeles *sa*

VIKING PRESS, N. Y. (books). Green-Brodie, N. Y. *sa*

VIO- BIN Corp., Monticella, Ill. (cattle remedies). Agency: Rogers & Smith, Chicago. *sa*

VITALITY MILLS, Chicago (Vita-Fier). Cole & Co., Memphis. *ta*

VITROPHANE Corp., Brooklyn. Rubin & Lesser Adv., N. Y. *sa*

F. G. VOGT & SONS, Philadelphia (dog food, scrapple). Agency: Clements Co., Philadelphia. *sp sa*

VOGUE FOUNDATIONS Inc., Newark. Williams Adv., N. Y. *sa*

VOICE OF PROPHECY Inc. (Seventh Day Adventist Church Commission). Agencies: G. C. Hoskin & Assoc., Chicago; Jack Parker & Assoc. *sp n*

W

WAIT & BOND, Newark (Blackstone cigars) BBDO, N. Y. *sa*

WAIT CAHILL Co., Decatur, Ill. (Green Mountain cough syrup). Agency: Wade Adv. Co., Chicago. *sp*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *ne sp*

WALKER'S AUSTEX CHILI Co., Austin, Tex., Agency: Crook Adv., Dallas. *sa*

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta t*

WALTHAM WATCH Co., Waltham, Mass. Agency: H. B. Humphrey Co., Boston *ne*

WANDER Co., Chicago (Ovaltine). Agency: Hill Blackett & Co., Chicago. *n t sa*

WARD BAKING Co., New York (Ward baking products). Agencies: Sherman Ellis & Co., N. Y.; J. Walter Thompson Co., N. Y.; W. E. Long Co., Chicago. *n sp ta sa t*

WARD BAKING Co., Chicago. Agency: W. E. Long Co., Chicago *sa*

WARNER BROS. PICTURES, New York. Agency: Blaine-Thompson Co., N. Y. *sa*

WASHINGTON COOPERATIVE EGG & POULTRY Assn., Seattle. Agency: Pacific National Adv., Seattle. *n*

WASHINGTON STATE APPLE COMMISSION, Wenatchee, Wash. Agency: J. Walter Thompson Co., San Francisco. *n*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. Agency: Cecil & Presbrey, N. Y. *sp*

L. E. WATERMAN Co., New York (pens and pencils). Agency: Charles Dallas Reach Co., Newark, *sp ne*

(Continued on page 268)

WOV
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Ralph N. Weil, Gen. Mgr. John E. Pearson Co., Nat'l Rep.

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Harry Maizlish, Gen. Mgr.
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RADIO ADVERTISERS

(*Continued from page 266*)

R. L. WATKINS Co., New York (Dr. Lyons toothpowder etc.). Agency: Dancer-Fitzgerald-Sample, Chicago. *n sp t*

WEB DISTRIBUTING Co., Newark (Pyrazoid toothpowder). Charles W. Hoyt Co., N. Y. *sa*

THOMAS J. WEBB Co., Chicago (coffee). Agency: Schwimmer & Scott, Chicago. *t*

WEINSTEIN Co., San Francisco (department store chain). Agency: Botsford, Constantine & Gardner, San Francisco. *sa*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons, Chicago. *n sa t ta sp*

WELLMAN, PECK & Co., San Francisco (wholesale grocers). Agency: Botsford, Constantine & Gardner. *Sa*

WESLEY RADIO LEAGUE (religious) Agency: A. C. Casters Inc., Detroit. *sp n*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Kenyon & Eckhardt, N. Y. *n sp sa t ta*

WEST COAST SOAP Co., Oakland, Cal. (Powow). Agency: Brisacher, Van Norden & Staff, San Francisco. *sa sp*

WESTERN CANADA FLOUR MILLS, Toronto (feeds). Agency: A. McKim Ltd., Toronto. *sa*

WESTERN SUGAR REFINER, San Francisco (Sea Island Sugar). Agency: J. Walter Thompson Co., N. Y. *n*

WESTERN UNITED DAIRY, Chicago. Olian Adv., Chicago. *sa*

WESTINGHOUSE E & M Co., E. Pittsburgh, & Philadelphia, Pa. Agencies; Fuller & Smith & Ross, N. Y.; Ketchem-MacLeod & Grove, Pitts.; McCann-Erickson, N. Y. *sp n rn*

WESTMINSTER CANNERS, New Westminster, B. C. (pork and beans). Cockfield Brown & Co., Vancouver. *sp*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t sp*

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). Agency: Critchfield & Co., Chicago. *n sp*

WHITE LABS., New York (proprietary). Agencies: H. W. Kastor & Sons; Wm. Esty & Co., N. Y. *sa n rn t ta*

WILBERT PRODUCTS, New York, (wax). Agencies; W. I. Tracy Inc., N. Y.; Tracy, Kent & Co., N. Y. *t sp ta sa*

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa. Gray & Rogers, Philadelphia. *sa*

WILCO Co., Los Angeles (Biff). Agency: Elwood J. Robinson Adv., Los Angeles.

WILDROOT Co., Buffalo (hair tonic). Agency: BBDO, Chicago. *sp*

GEORGE WILEY Co., Clay Center, Kans. (Wiley's Fishing Calculator). First United Broaadcasters, Chicago. *sp sa*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *ne sp*

WILLARD'S CHOCOLATES, Toronto. Cockfield Brown & Co., Toronto. *ne*

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n sa*

J. B. WILLIAMS Co., (Canada), Montreal (shaving cream). Agency: J. Walter Thompson Co., Montreal. *t n sp*

R. C. WILLIAMS Co., New York (Royal Scarlet coffee, food products). Agency: Alley & Richards Co., N. Y. *sp sa*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: Aubrey, Moose & Wallace, Chicago. *sa n sp*

WILSHIRE OIL Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *sp n*

WILSON & Co., Chicago (lard, dog food, mor). Agency: U. S. Adv. Corp., Chicago. *sa t sp ta*

WILSON & Co., Los Angeles (oleo, mor). Brisacher, Van Norden & Staff, San Francisco.

WILSON & Co., Los Angeles (B.V Meat flavoring). Davis & Beaven, Los Angeles. *sa*

WILSON FLY PAD Co., Hamilton, Ont. A. McKim Ltd., Toronto. *sp*

GILBERT C. WILSON LABS., Denton, Tex. (dehydrated sweet potatoes). Little & Co., Los Angeles. *sa*

WILSON SPORTING GOODS Co., Chicago (athletic equip.) Agency: U. S. Advertising Corp., Chicago. *sp n*

WINE SHIPPERS, Import Corp., N. Y. Agency: Redfield-Johnstone, N. Y. *ne sp*

WM. H. WISE & Co., New York (books). Agencies: Northwest Radio Adv. Co. Seattle; Huber Hoge & Sons, N. Y. *n sa*

WORCESTER SALT Co., N. Y. (owned by Morton's Salt Co.). Agency: J. Walter Thompson Co., N. Y.

WRIGHT AERONAUTICAL Corp., Paterson, N. J. Agency: Burke, Dowling, Adams, Upper Montclair, N. J. *sp sa*

WM. WRIGLEY, Jr., Co., Chicago (chewing gum). Agencies: Arthur Meyerhoff & Co., Chicago; Frances Hooper Adv. Agency, Chicago; Vanderbie & Rubins, Chicago; J. Walter Thompson Co., Chicago. *sp n*

WM. WRIGLEY Co. of Canada, Toronto. Agencies: J. Walter Thompson, Toronto; Tandy Adv. Agency, Toronto. *n sp*

WYANDOTTE CHEMICALS Co., Wyandotte, Mich. Agency: N. W. Ayer & Son, N. Y. *t*

WYLER WATCH Co., N. Y. Zlowe Co., N. Y.

Y

YAGER LINIMENT Co., Baltimore, Agency: Harvey-Messengale Co., Atlanta. *sa*

YAMI YOGURT PRODUCTS Co., Los Angeles (dairy products). Agency: Erwin Wasey & Co., Los Angeles. *sp*

YEAST-PHOS Co., Montreal (yeast). Metropolitan Broadcasting Service, Toronto. *sa*

YELLOW CAB Co., Philadelphia (taxicabs). Agencies: Aaron & Brown Adv. Agency, Philadelphia; E. L. Brown Agency, Philadelphia. *sp n*

YOUNG PEOPLE'S CHURCH OF THE AIR (religious). Agency: Ivey & Ellington, Philadelphia. *sp n*

W. F. YOUNG Inc., Springfield, Mass. (Absorbine Jr.) Agency: J. Walter Thompson Co., N. Y. *ta*

Z

ZIP ABRASIVE Co., Cleveland (deodorant). James R. Flanagan Adv., N. Y. *sa t*

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste). Agency: Erwin Wasey & Co., N. Y. *n ne*

NEWFOUNDLAND RADIO STATIONS

[**Receiving Sets, 25,000. Set Tax, $2 Annually**]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Corner Brook	VOWN	*Broadcasting Corp. of Newfoundland	840	250
St. Johns	VONF	*Broadcasting Corp. of Newfoundland	640	12,000
"	VOCM	*Colonial Broadcasting System	1000	250
"	VOAR	Seventh Day Adventists	950	25
"	VOWR	Wesley United Church	700	500
		SHORTWAVE STATIONS		
St. Johns	VONG	*Broadcasting Corp. of Newfoundland	9475	300
"	VONH	*Broadcasting Corp. of Newfoundland	5970	300

Log compiled as of Jan. 1, 1945.
*Indicates station sells time commercially.

CANADIAN STATION REPRESENTATIVES

J. L. ALEXANDER

Toronto, Ont.—100 Adelaide St., W. Tel.: Adelaide 9594. Mgr.: J. L. Alexander.
Montreal, Que.—Drummond Bldg. Tel.: Harbour 6448. Mgr.: Frank Lewis.

Represents

CJFX, Antigonish, N. S.
CKTB, St. Catherines, Ont.
CKPC, Brantford, Ont.
CJIC, Sault St. Marie, Ont.
CKNX, Wingham, Ont.
CHLP, Montreal, Que. (Toronto only)

ALL-CANADA RADIO FACILITIES, Ltd.

Toronto, Ont.—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
Winnipeg, Man.—Electric Railway Chambers. Tel.: 96-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Southam Bldg. Tel.: M-7691. Mgr.: H. R. Carson.
Vancouver, B. C.—198 W. Hastings St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

Represents

CFJC, Kamloops, B. C.
CKOV, Kelowna, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grande Prairie, Alta.
CHAB, Moose Jaw, Sask.
CJVI, Victoria, B. C.
CKNB, Cambellton, N. B.
CHNC, New Carlisle, Que.
CKBI, Prince Albert, Sask.
CKRM, Regina, Sask.
CKRC, Winnipeg, Man.
CKCK, Regina, Sask.
CFRB, Toronto, Ont.
CKOC, Hamilton, Ont.
CJCS, Stratford, Ont.
CJOC, Lethbridge, Alta.
CFCF, Montreal, Que.
CFNB, Fredericton, N. B.
CHNS, Halifax, N. S.
CJCB, Sydney, N. S.
CKSO, Sudbury, Ont.
CFCY, Charlottetown, P. E. I.
VONF, St. Johns, Newfoundland
CJLS, Yarmouth, N. S.
CHWK, Chillewack, B. C.
CKFI, Fort Frances, Ont.

ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St., W. Tel.: Belair 3325. Mgr.: M. Maxwell.
Toronto, Ont.—195 Bay St. Tel.: Waverly 8056. Mgr.: M. Raymond.

(General Canadian station representation non-exclusive)

J. REG. BEATTIE

Toronto, Ont.—217 Bay St. Tel.: Elgin 6555. Mgr.: Reg. Beattie.

Represents

CHML, Hamilton, Ont.

CANADIAN BROADCASTING CORPORATION

Toronto, Ont.—55 York St. Tel.: Adelaide 5771. Commercial Mgr.: E. A. Weir.
Montreal, Que.—1231 St. Catherine St., W. Tel.: Marquette 8021. Commercial Mgr.: J. A. Dupont.

Represents CBC-owned Stations

CBH, Halifax, N. S.
CBA, Sackville, N. B.
CBJ, Chicoutimi, Que.
CBV, Quebec, Que.
CBF, Montreal, Que.
CBM, Montreal, Que.
CBO, Ottawa, Ont.
CBL, Toronto, Ont.
CJBC, Toronto, Ont.
CBK, Watrous, Sask.
CBR, Vancouver, B. C.
CFPR (leased), Prince Rupert B. C.

NATIONAL BROADCAST SALES

Toronto, Ont.—Canadian Bank of Commerce Bldg. Tel.: Elgin 1165. Mgr.: R. A. Leslie.
Montreal, Que.—University Tower Bldg. Tel.: Harbour 3051. Mgr.: Roy Hoff.

Represents

CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CKVD, Val d'Or, Que.
CJKL, Kirkland Lake, Ont.
CKWS, Kingston, Ont.
CKRN, Rouyn, Que.
CHEX, Peterborough, Ont.
CHAD, Amos, Que.
CKEY, Toronto
CFPA, Port Arthur, Ont.
CJAD, Montreal
CJCH, Halifax, N. S.

RADIO REPRESENTATIVES, Ltd.

Toronto, Ont.—4 Albert St. Tel.: Waverly 6151. Mgr.: J. Slatter.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dippie.

Toronto and Montreal Representation

CFCN, Calgary, Alta.
CJCJ, Calgary, Alta.
CFRN, Edmonton, Alta.
CKNW, New Westminster, B. C.
CKPR, Fort William, Ont.
CFQC, Saskatoon, Sask.
CKCV, Quebec, Que.
CHLN, Three Rivers, Que.
CKMO, Vancouver, B. C.
CHLT, Sherbrooke, Que.
CKCH, Hull, Que.
CHGS, Summerside, P. E. I.

HORACE N. STOVIN

Toronto, Ont.—Victory Bldg. Tel.: Adelaide 9184. Mgrs.: H. N. Stovin.
Montreal, Que.—Keefer Bldg. Tel.: Plateau 8749. Mgr.: J. R. Pearcey.
Winnipeg, Man.—Telephone Bldg. Tel.: 92-191. Mgr.: A. J. Messner.
Brandon, Man.—Radio Station CKX. Tel.: 4532. Mgr.: Wally Grigg.

Represents

CKY, Winnipeg, Man.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
CHSJ, St. John, N. B.
CKCW, Moncton, N. B.
CFOS, Owen Sound, Ont.
CFPR, Prince Rupert, B. C.
CJGX, Yorkton, Sask.
CKSF, Cornwall, Ont.
CJBR, Rimouski, Que.
CFBR, Brockville, Ont.
CHPS, Parry Sound, Ont.
CJOR, Vancouver, B. C.
CKLW, Windsor, Ont.
CFPL, London, Ont.
CJRL, Kenora, Ont.
CKCR, Kitchener, Ont.
CKLN, Nelson, B. C.
CHOV, Pembroke, Ont.
CHML, Hamilton, Ont. (Montreal only)

WILLIAM WRIGHT

Toronto, Ont.—Victory Bldg. Tel.: Adelaide 9184. Mgr.: C. W. Wright.

Represents

CKAC, Montreal, Que.
CKCO, Ottawa, Ont.
WSOO, Sault Ste. Marie, Mich.

THE BRITISH BROADCASTING CORPORATION

630 Fifth Avenue, New York 20, N. Y.

Telephone: Circle 7-0565

OFFICERS AND TITLES

John Salt, *North American Director*
W. R. Reid, *Assistant North American Director*
Donovan Rowse, *Special Assistant to N. A. D.*
Henry David, *Head of Research Department*
A. S. Kenas, *Sr. Assistant Research Department*
Christopher Cross, *Public Relations Manager*
A. S. Toby, *Chief Engineer*
Stephen Fry, *Program Operations Manager*
Clement Fuller, *Head of European Service*
Roy Lockwood, *Production Manager*
Evelyn Gibbs, *Talks Producer*

BRANCH OFFICES

San Francisco 9

1060 Bush Street
Telephone: Ordway 4049
Gerald Cock, *Pacific Coast Representative*

Chicago 11

430 N. Michigan Avenue
Telephone: Delaware 6881
William N. Newton, *Middle West Representative*

Washington 6

1150 Connecticut Avenue
Telephone: Executive 1465
Annette Ebsen, *Manager*
Anthony Wigan, *Washington Correspondent*

RADIO ADVERTISERS

We represent 22 important markets, covered by 23 live Independent Radio Stations. Their keynote—and ours—is Service to their advertisers. May we discuss your radio plans with you?

HORACE N. STOVIN
AND COMPANY
Radio Station Representatives
Montreal • Toronto • Winnipeg

Advertisers Using Blue Network During 1944

Sponsor	Product	Program	Time (EWT)	No. of Stations	Duration of Contract	Agency
Adam Hat Store Inc., New York	Men's Hats	Star For a Night	Wednesday, 10:30-11:00 P.M.	136	12/15/43-3/8/44	Glicksman Advertising, N. Y.
Alaska Pacific Salmon Co., Seattle, Wash.	Minute Man Soup	Breakfast at Sardi's	Mon.-Fri., 11:00-11:15 A.M.	159	5/3/43-1/28/44	J. Wm. Sheets, Seattle
Alaska Pacific Salmon Co. (PC), Seattle, Wash.	Minute Man Soup	Breakfast at Sardi's	Mon.-Fri., 12:35-12:40 P.M.	12	5/31/43-5/8/44	J. Wm. Sheets, Seattle
Allis-Chalmers Mfg. Co., Milwaukee, Wisc.	Institutional	Boston Symphony	Saturday, 8:30-9:30 P.M.	181 182	12/25/43-4/29/44 10/7/44—	Compton Advertising Inc., N. Y.
		Boston Pops Orchestra	Saturday, 8:30-9:30 P.M.	181	5/6/44-7/15/44	
Aluminum Co. of America, Pittsburgh, Pa.	Institutional	Miss Hattie	Sunday, 3:30-4:00 P.M.	186	9/17/44—	Fuller & Smith & Ross, N. Y.
American Cyanamid Co., New York	Pharmaceuticals & Biologicals	The Doctors Talk It Over	Friday, 10:30-10:45 P.M.	162	10/6/44—	Hazard Advertising Co., N. Y.
American Home Products Inc. (PC), Jersey City, N. J.	Anacin	Inspector Hawkes & Son	Tues.-Thurs., 12:00-12:15 P.M.	14	11/30/43-1/6/44	Blackett-Sample-Hummert, Chicago
American Meat Institute, Chicago, Ill.	Institutional	Life of Riley	Sunday, 3:00-3:30 P.M. Sunday, 10:00-10:30 P.M.	167 165	1/16/44-7/2/44 7/9/44—	Leo Burnett Co., Chicago
Austin Studios (PC), Los Angeles, Calif.	Photographs	Musical Portraits	Friday, 10:00-10:15 P.M. Thursday. 10:15-10:30 P.M. Sunday, 11:15-11:30 P.M.	9	9/5/43-11/30/44	Glasser-Gailey & Co., Los Angeles
Barron-Gray Packing Co. (PC), San Jose, Calif.	Here's Health Vegetable Cocktail	Breakfast at Sardi's	Saturday, 12:45-1:00 P.M.	18	11/6/43-7/29/44	Long Advertising Service, San Francisco
	Here's Health Vegetable Cocktail	Buddy Twiss	Mon.-Fri., 4:45-4:50 P.M.	12	8/7/44-11/3/44	
Bekins Van & Storage Co. (PC), Los Angeles, Calif.	Moving & Storage	Remember Hour	Sunday, 2:30-3:00 P.M.	10	1/2/44—	A. E. Brooks Adv., Los Angeles
Beneficial Casualty Insur. Co. (PC)	Insurance	Radio Newsweekly	Sunday, 1:15-1:30 P.M.	11	1/2/44-4/9/44	Hillman-Shane-Breyer
Borden Co., New York	Hemo	Fannie Hurst Presents	Saturday, 10:00-10:30 A.M.	192	7/8/44-12/30/44	Young & Rubicam Inc., N. Y.
	Milk & Ice Cream	Happy Island	Friday, 7:00-7-30 P.M.	184	9/8/44—	
Botany Worsted Mills, Passaic, N. J.	Botany Cosmetics	One Woman's Opinion—Lisa Sergio	Monday, 10:45-11:00 A.M.	179	10/30/44—	Alfred J. Silberstein, Inc., N. Y.
Boyle Co., A. S. (PC), Jersey City, N. J.	Old English Products	Breakfast at Sardi's	Mon.-Fri., 12:55-1:00 P.M.	14	9/14/42-6/30/44	J. Walter Thompson Co., Los Angeles
Breck Inc., John H., Springfield, Mass.	Breck Hair Shampoo	Beautiful Music	Wednesday, 3:30-4:00 P.M.	12	8/2/44—	Charles H. Sheldon Adv., Springfield, Mass.
Bristol-Myers Co., New York	Minit-rub & Sal Hepatica	Duffy's Tavern	Tuesday, 8:30-9:00 P.M.	150	10/5/43-6/27/44	Young & Rubicam Inc., N. Y.
	Minit-rub & Sal Hepatica	Nit Wit Court (Duffy's Summer Sub.)	Tuesday, 8:30-9:00 P.M.	151	7/4/44-9/26/44	
	Ipana & Mum	Parker Family	Friday, 8:15-8:30 P.M.	150	4/30/43-11/10/44	
	Sal Hepatica & Vitalis	The Alan Young Show	Tuesday, 8:30-9:00 P.M.	147	10/3/44—	
	Mum & Ipana	Gracie Fields	Tuesday, 9:00-9:30 P.M.	147	11/14/44—	
Bu-Tay Products (PC), Vernon, Calif.	Raindrops (water softener)	World of Tomorrow	Wednesday, 4:45-4:50 P.M.	15	6/13/44—	Glasser-Gailey & Co., Los Angeles
Carter Products Inc., New York	Carter's Little Liver Pills	Keepsakes	Sunday, 8:30-9:00 P.M.	98	9/5/43-9/24/44	Ted Bates Inc., N. Y.
	Arrid	Jimmie Fidler	Sunday, 9:45-10:00 P.M.	157	3/2/42—	Small & Seiffer, Inc., N. Y.
Carter Products (PC), New York	Arrid	Deadline Dramas	Sunday, 12:00-12:30 P.M.	22	12/26/43-9/24/44	Ted Bates Inc., N. Y.
Chatham Mfg. Co., New York	Blankets	Chatham Shopper—Lois Long	Saturday, 11:00-11:15 A.M.	186	9/30/44-12/2/44	The M. H. Hackett Co., N. Y.
		Chatham Shopper and 3 Suns	Saturday, 11:00-11:15 A.M.	187	12/9/44-12/23/44	
			Saturday, 11:45-12 Noon	187	12/30/44—	
Chef Boy-Ar-Dee Quality Foods Inc., Milton, Pa.	Spaghetti Dinner	What's Cookin'	Saturday, 10:30-10:55 A.M.	189	8/19/44—	McJunkin Adv. Co., Chicago
Chicago Burlington & Quincy RR	Institutional	Pioneer Zephyr Birthday Party	Monday, 11:45-12:00 Noon		4/10/44 only	Reincke, Ellis, Younggreen & Fin
Clark Co., D. L., Pittsburgh, Pa.	Clark Chewing Gum Candy	Where Do We Stand	Sunday, 5:00-5:30 P.M.	163	2/28/43-2/20/44	Walker & Downing, Pittsburgh
		Mary Small Revue	Sunday, 5:00-5:30 P.M.	165	2/27/44—	
Coca-Cola Co., Atlanta, Ga.	Coca-Cola	Spotlight Bands	Mon.-Sat., 9:30-9:55 P.M.	183	9/21/42—	D'Arcy Advertising Co., N. Y.
	Coca-Cola	Songs by Morton Downey	Mon.-Fri., 3:00-3:15 P.M.	151	2/8/43-12/1/44	D'Arcy Advertising Co., N. Y.
		Songs from Morton Downey	Mon.-Fri., 3:00-3:15 P.M.	151	12/4/44—	
	War Bonds	U. S. Treasury Program	Wednesday, 9:30-9:55 P.M. Thursday, 9:30-10:00 P.M.		2/9/44 only 3/2/44 only	D'Arcy Advertising Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City, N. J.	Supersuds	Blondie	Friday, 7:00-7:30 P.M.	179	7/21/44-9/1/44	Wm. Esty & Co., N. Y.
Corley Diet Food Co. (PC), San Francisco, Calif.	Dr. Corley's Lax	Dr. Sweetland	Sunday, 12:30-12:45 P.M.	9	5/7/44—	Rhoades & Davis, San Francisco
Cummer Products Co., Brattleboro, Vt.	Energine	Battle of the Sexes	Wednesday, 8:30-9:00 P.M.	81	9/8/43-2/2/44	Young & Rubicam, N. Y.
	Energine	My Best Girls	Wednesday, 8:30-9:00 P.M.	101	2/9/44—	
Curtis Publishing Co., Philadelphia, Pa.	Saturday Evening Post	The Listening Post	Tues.-Fri., 10:45-11:00 A.M.	189	2/8/44—	MacFarland Aveyard & Co., N. Y.
		Four Freedoms War Bond Show	Saturday, 10:30-11:00 P.M.		4/29/44 only	MacFarland Aveyard & Co., N. Y.
Deisel-Wemmer-Gilbert Co., Detroit, Mich.	R. G. Dun Cigars	Smoke Rings	Wed.-Fri., 9:55-10:00 P.M.	20	12/1/43-1/21/44	Century Adv. Agcy., Detroit
Denalan Company (PC), San Francisco, Calif.	Denalan Tooth Powder	Buddy Twiss	Tues.-Thurs., 4:45-4:50 P.M.	14	6/13/44—	Rhoades & Davis, San Francisco
Dodge Boat & Plane Corp., Virginia	Institutional	Army/Navy "E" Award	Thursday, 3:30-4:00 P.M.		6/22/44 only	
Dr. Pepper Co., Dallas, Texas	Soft Drinks	Fun Valley With Al Pearce	Sunday, 4:00-4:30 P.M.	154	10/3/43-7/30/44	Tracy-Locke Co., Dallas
	Soft Drinks	Darts for Dough	Sunday, 4:00-4:30 P.M.	148	8/6/44—	
Eastern Outfitting Co. (PC), Portland, Oreg.	Brandbury Clothes	Walter Duranty	Sunday, 8:30-8:45 P.M.	9	1/16/44-7/2/44	Robert Smith Adv. Agcy., Portland

(Continued on Page 272)

WINN

LOUISVILLE

Basic Blue Network

Represented by

PEGGY STONE, *New York*

GEORGE ROESLER, *Chicago*

HOMER GRIFFITH COMPANY, *Hollywood & San Francisco*

Advertisers Using Blue Network During 1944

[Continued from Page 270]

Sponsor	Product	Program	Time (EWT)	No. of Stations	Duration of Contract	Agency
Elgin National Watch Co., Elgin, Ill.	Watches	Nero Wolfe	Friday, 7:00-7:30 P.M.	135	1/21/44–7/14/44	J. Walter Thompson Co., Chicago
	Watches	Keep Up With the World	Sunday, 10:30-11:00 P.M.	127	7/23/44—	
Esquire Inc., Chicago, Ill.	Coronet Magazine	Coronet Story Teller	Mon.-Fri., 9:55-10:00 P.M.	129	1/24/44—	Schwimmer & Scott Adv. Agcy., Chicago
		Coronet Quick Quiz	Saturday, 9:55-10:00 P.M.	129		
Eversharp Inc., Chicago, Ill.	Pens & Pencils	Let Yourself Go	Tuesday, 7:00-7:30 P.M.	143	3/21/44–6/27/44	The Biow Co., N. Y.
			Tuesday, 10:30-11:00 P.M.	165	7/4/44—	
Falstaff Brewing Co., St. Louis, Mo.	Beer	Falstaff Show	Mon., Wed., Fri., 11:00-11:15 P.M.	37	4/3/44—	Dancer-Fitzgerald-Sample, Chicago
Ferry-Morse Seed Co. (PC), San Francisco, Calif.	Garden Seeds	Cabbages & Queens	Thursday, 6:15-6:30 P.M.	11	2/24/44–5/25/44	None
Fisher Flouring Mills Inc. (PC), Seattle, Wash.	Fisher Wheat Germ & Zoom	Breakfast at Sardi's	Mon., Thurs., 12:40-12:45 P.M.	14	7/30/42–6/29/44	Pacific Nat'l Adv. Agcy., Seattle
	Zoom	James Abbee Observes	Mon.-Fri., 10:30-10:45 A.M.	30	3/29/43—	Pacific Nat'l Adv. Agcy., Portlan Oreg.
	Cereals & Flour	Radio Parade	Mon.-Fri., 4:15-4:30 P.M.	15	3/13/44–7/29/44	Pacific Nat'l Adv. Agcy., Seattle
Folger Coffee Co. (PC), San Francisco, Calif.	Coffee	Breakfast at Sardi's	Saturday, 12:30-12:45 P.M.	18	8/14/43–7/29/44	Raymond R. Morgan Co., Hollywood
Ford Motor Co., Dearborn, Mich.	Ford Motors	Watch the World Go By	Sun.-Sat., 8:00-8:15 P.M.	165	7/12/42–1/8/44	J. Walter Thompson Co., Chicago
			Mon.-Fri., 8:00-8:15 P.M.	165	1/10/44–12/7/44	
		Stars of the Future	Friday, 8:00-8:30 P.M.	165	12/8/44—	
		Greenfield Chapel Service	Sunday, 8:00-8:15 P.M.	165	1/9/44—	
		Early American Dance Music	Saturday, 8:00-8:15 P.M.	164	1/22/44–5/13/44	
			8:00-8:30 P.M.	164	5/20/44—	
Garrett & Co., Inc., New York	Virginia Dare Wines	Silent Night	Thursday, 7:30-8:00 P.M.	140	12/21/44 only	Ruthrauff & Ryan Inc., Chicago
General Foods Inc., New York	Grape Nut Flakes	Hop Harrigan	Mon.-Fri., 4:45-5:00 P.M.	188	10/2/44—	Young & Rubicam Inc., N. Y.
General Mills Inc., Minneapolis, Minn.	Cheerioats	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	53	5/4/42-	Dancer-Fitzgerald-Sample, Chicago
	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	166	8/31/42—	Knox Reeves Adv., Minneapolis
	Wheaties	John Gunther	Fri.-Sat., 10:00-10:15 P.M.	64	9/24/43–1/29/44	Knox Reeves Adv., Minneapolis
Grove Laboratories, St. Louis, Mo.	4-Way Cold Tablets & Defender Vitamins	Your Sunday News Extra with Leland Stowe	Sunday, 1:55-2:00 P.M.	170	7/2/44–10/29/44	Donahue & Coe Co., N. Y.
		Your Sunday News Extra with George Gunn	Sunday, 1:55-2:00 P.M.	170	11/5/44—	
Gum Laboratories, Clifton Heights, Pa.	Ivoryne Chewing Gum	Hello Sweetheart	Saturday, 5:45-6:00 P.M.	190	12/18/43—	McJunkin Adv. Co., Chicago
Hall Brothers, Kansas City, Mo.	Hallmark Greeting Cards	Meet Your Navy	Friday, 8:30-9:00 P.M.	163	10/15/43–10/6/44	Henri, Hurst, MacDonald, Chicago
	Hallmark Greeting Cards	Hallmark's Charlotte Greenwood Show	Sunday, 3:00-3:30 P.M.	183	10/15/44—	Foote, Cone & Belding, Chicago
Harvel Watch Co., New York	Watches	John B. Kennedy	Sunday, 1:00-1:15 P.M.	60	12/19/43—	A. W. Lewin Co., Newark
Hastings Mfg. Co., Hastings, Mich.	Piston Rings & Casite	Earl Godwin	Friday, 10:00-10:15 P.M.	175	7/7/44—	Keeling & Co., Indianaplois
Hires, The Chas. E. Co., Philadelphia, Pa.	Hire's Root Beer	Heidt Time for Hires	Monday, 7:00-7:30 P.M.	136	1/24/44—	N. W. Ayer & Son, N. Y.
Jergens Co., Andrew, Cincinnati, Ohio	Jergens Lotion & Woodbury Soap & Woodbury Cold Cream & Face Powder	Jergens Journal with Walter Winchell	Sunday, 9:00-9:15 P.M.	169	9/2/34—	Leanen & Mitchell, N. Y.
		Chamber Music Society of Lower Basin Street	Sunday, 9:15-9:45 P.M.	159	7/18/43–10/8/44	
	Jergens Lotion & Woodbury Soap & Woodbury Cold Cream & Face Powder	Hollywood Mystery Time	Sunday, 9:15-9:45 P.M.	159	10/15/44–11/26/44	
	Jergens Lotion & Woodbury Soap & Woodbury Cold Cream & Face Powder	Louella Parsons—Hollywood Mystery Time	Sunday, 9:15-9:45 P.M.	159	12/3/44—	
	No Product	Congressman Martin Dies	Sunday, 9:15-9:30 P.M.		3/26/44 only	Lennen & Mitchell, N. Y.
Kelite Products Inc. (PC), Los Angeles, Calif.	Kenu	Sam Hayes-Spectator	Sunday, 4:30-4:45 P.M.	10	10/17/43–4/9/44	Little & Co., Los Angeles
Kellogg Co., Battle Creek, Mich.	Kellogg's Pep	Breakfast at Sardi's	Mon.-Fri., 11:15-11:30 A.M.	190	5/3/43—	Kenyon & Eckhardt, N. Y.
	Kellogg Products	Breakfast Club	Mo.-Fri., 9:45-10:00 A.M.	211	7/5/43–12/29/44	
	All Bran & Gro-Pup	Kellogg News	Mon.-Fri., 11:30-11:45 A.M.	190	8/9/43—	
	Kellogg Products	Jack Berch and His Boys	Mon.-Fri., 11:45-12 Noon	178	10/2/44–12/29/44	
Kellogg Co. (PC), Battle Creek, Mich.	Kellogg Products	Tom Brenneman's Highlights	Friday, 12:00-12:30 A.M.	16	10/20/44—	Kenyon & Echkardt, N. Y.
Kem-Tone, Cleveland, Ohio	Kem-Tone	Dunninger	Wednesday, 9:00-9:30 P.M.	160	1/5/44–12/27/44	Newell-Emmett Co., N. Y.
Kerr Glass Mfg. Co., (PC), Los Angeles, Calif.	Mason-Jars and Caps	Breakfast At Sardi's	Tues., Wed., Fri., 12:40-12:45 P.M.	14	5/16/44–6/30/44	Raymond R. Morgan Co., Hollywood
Langendorf United Bakeries (PC) San Francisco, Calif.	Bread and Other Products	Red Ryder	Tues., Thurs., Sat., 10:30-11:00 P.M.	8	2/10/42–8/5/44	Pacific Coast Adv. Co., San Francisco
Larus & Brother Co., Richmond, Va.	Chelsea Cigarettes	Guy Lombardo in Musical Autographs	Sunday, 10:30-11:00 P.M.	176	1/16/44–4/30/44	Warwick & Legler, N. Y.
			Saturday, 10:00-10:30 P.M.	176	5/6/44—	
Lehn & Fink Products, New York	Hinds Hand Lotion and Honey and Almond Cream	Blind Date	Monday, 8:30-9:00 P.M.	194	10/25/43—	William Esty & Co., N. Y. Spitzer & Mills Ltd., Toronto
Libby, McNeill & Libby, Chicago, Ill.	Corned Beef Hash, Deviled Ham and Vienna Sausages	My True Story	Mon., Fri., 10:15-10:40 A.M.	192	4/17/44–7/14/44	J. Walter Thompson Co., Chicago
			Mon., Fri., 10:00-10:25 A.M.	192	7/17/44—	

(Continued on Page 274)

It's the Character of a radio station which counts!

To the listener power, coverage, millivolt contours, audience measurement means little. It's the character and purpose . . . the ideals and courage . . . the personality and vigor . . . the spirit of sincere public service which counts most. ★ ★ Since its inception WFIL has striven ably and effectively . . . has spared nothing . . . to bring to Philadelphians the type of radio entertainment which they prefer. It's because of this WFIL is deep-rooted in the hearts of Philadelphians. ★ ★ What gives a radio station character? Not necessarily the cold, insensitive figures which appear in audience ratings—most of which are due to network situations beyond the control of the individual station—but the warmth and sincerity which people feel. Ask a Philadelphian which station they feel is *their* station—invariably they answer, WFIL.

A BLUE NETWORK AFFILIATE

Represented nationally by The Katz Agency

WFIL

★ 560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

Advertisers Using Blue Network During 1944

[Continued from Page 272]

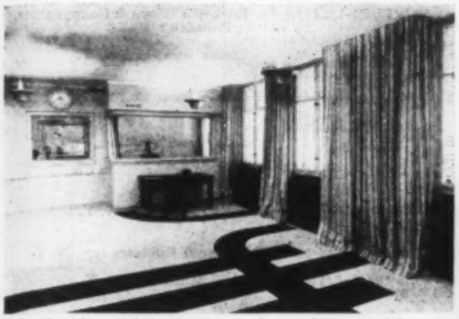
Sponsor	Product	Program	Time (EWT)	No. of Stations	Duration of Contract	Agency
Lockheed Aircraft Corp., Burbank, Calif.	Transportation	The Man Called X	Saturday, 10:30-11:00 P.M.	182	9/9/44—	Foote, Cone & Belding, Hollywood
Luft Co., George W., Long Island City, N. Y.	Tangee Face Powder	Sammy Kaye's Tangee Serenade	Sunday, 1:30-1:55 P.M.	179	5/7/44—	Warwick & Legler, N. Y.
Lyon Van & Storage Co (PC), Los Angeles, Calif.	Storage and Moving	Andy and Virginia	Mon., Wed., Fri., 7:30-7:45 P.M.	12	2/14/44–11/10/44	BBDO., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn.	McKesson & Robbins Products	Jee E. Brown—Stop or Go	Thursday, 10:30-11:00 P.M. Sunday, 8:30-9:00 P.M.	166 156	3/23/44–9/28/44 10/8/44—	J. D. Tarcher & Co., N. Y.
Mail Pouch Tobacco, Wheeling, W. Va.	Tobacco	Counterspy	Monday, 9:00-9:30 P.M.	170	9/28/42—	Walker & Downing, Pittsburgh
Manhattan Soap Co. New York	Sweetheart Soap	Scramby Amby	Wednesday, 7:00-7:30 P.M. Wednesday, 10:30-11:00 P.M.	180 177	7/26/44–8/30/44 9/6/44—	Duane Jones Co., N. Y.
Mentholatum (PC), Wilmington, Del.	Mentholatum	What's Doin' Ladies	Mon., Wed., 5:15-5:30 P.M. Saturday, 10:30-10:45 A.M.	15	6/19/44—	J. Walter Thompson Co., N. Y.
Miles Labs Inc., Elkhart, Ind.	Alka-Seltzer Vitamins	Quiz Kids Lum 'n Abner	Sunday, 7:30-8:00 P.M. Mon., Thurs., 8:15-8:30 P.M.	139 128	9/4/40— 9/29/41—	Wade Adv. Agency, Chicago
Moffett Co., S.A. (PC), Seattle, Wash.	Polar Frozen Foods	What's Doin' Ladies	Tues., Thurs., 5:15-5:30 P.M.	15	4/27/44—	Erwin, Wasey & Co., Seattle
Nash-Kelvinator Corp., Detroit, Mich.	Nash Motor Cars and Kelvinator Refrigerators	Andrews Sisters Show	Sunday, 4:30-5:00 P.M.	191	12/31/44—	Geyer, Cornell & Newell, N. Y.
Nat'l Bd. of Fire Underwriters, New York	Fire Insurance	Leland Stowe	Saturday, 7:15-7:30 P.M.	73	7/22/44—	MacFarland-Aveyard & Co., N. Y.
Northwestern Yeast Co., Chicago, Ill.	Yeast Foam	Songs of a Dreamer	Saturday, 10:00-10:15 A.M.	41	10/5/42–4/1/44	MacFarland-Aveyard & Co., Chicago
O-Cedar Corporation, Chicago, Ill.	Mops and Floor Polish	Hot Copy Time Views the News	Sunday, 3:30-4:00 P.M. Sunday, 5:30-6:00 P.M. Thursday, 4:30-4:45 P.M.	166 181 190	8/29/43–6/18/44 6/25/44–11/19/44 11/23/44—	Aubrey, Moore & Wallace Inc., Chicago
O'Sullivan Rubber Co., Winchester, Va.	O'Sullivan Heels	Leon Henderson.	Saturday, 6:45-7:00 P.M.	95	8/14/43–8/5/44	Advertising & Sales Council, Winchester, Va.
Owens-Illinois Glass Co., Toledo, Ohio	Institutional	The Fred Waring Program	Thursday, 7:00-7:30 P.M. Thursday, 10:00-10:30 P.M.	179 179	9/7/44–12/28/44 1/4/45—	J. Walter Thompson Co., N. Y.
Pacific Guano Company (PC), **Berkeley, Calif.**	Garden Fertilizer	Look Who's Here	Wednesday, 6:15-6:30 P.M.	11	3/15/44–6/7/44	O. E. Hopfer Industrial Adv., Oakland
Peter Fox Brewing Co., Chicago, Ill.	Beer	Fox Deluxe Variety Hall	Tuesday, 7:30-8:00 P.M.	35	12/21/43–3/14/44	Schwimmer & Scott Adv. Agcy., Chicago
Peter Paul, Inc. (PC), Connecticut	Choclettos	Sam Hayes—News	Sunday, 12:00-12:15 A.M.	16	12/31/44—	Brisacher, Van Norden & Staff, Los Angeles
Philco Corporation, Philadelphia, Pa.	Radios and Refrigerators Radios and Refrigerators	Radio Hall of Fame Philco Summer Hour	Sunday, 6:00-7:00 P.M. Sunday, 6:00-7:00 P.M.	202 202	12/5/43–5/28/44 10/1/44— 6/4/44–9/24/44	Hutchins Adv. Co., Philadelphia
Procter & Gamble, Cincinnati, Ohio	Crisco and Ivory Flakes Procter & Gamble Products	Breakfast at Sardi's Glamour Manor	Mon., Fri., 11:00-11:15 A.M. Mon., Fri., 12:00-12:30 P.M.	192 172	1/31/44— 7/3/44—	Compton Advertising Inc., N. Y.
Procter & Gamble (PC), Cincinnati, Ohio	Crisco and Ivory Flakes	Breakfast at Sardi's	Mon., Fri., 12:35-12:40 P.M.	15	6/19/44–6/30/44	Compton Advertising, Inc., N. Y.
Quaker Oats, Chicago, Ill.	Puffed Wheat Sparkies Puffed Rice Sparkies Aunt Jemina Pancake Flour, Muffets Cereal	Terry and the Pirates The Aunt Jemina Show	Mon., Fri., 6:00-6:15 P.M. Mon., Fri., 5:00-5:15 P.M. Mon., Fri., 10:25-10:30 A.M.	193 194 186	8/2/43–5/26/44 5/29/44— 6/19/44—	Sherman & Marquette Inc., Chicago Sherman K. Ellis & Co., Chicago
Radio Corporation of America, Camden, N. J.	Institutional Institutional	What's New Music America Loves Best	Saturday, 7:00-8:00 P.M. Saturday, 7:30-8:00 P.M.	159 159	9/4/43–2/26/44 3/4/44–8/26/44	J. Walter Thompson Co., N. Y.
Rainier Brewing Co. (PC), San Francisco, Calif.	Beer, Malt and Ale	Club Good Cheer United Nations Forum	Tuesday, 12:30-1:00 A.M. Tuesday, 12:30-1:00 A.M.	11 11	2/12/44–10/31/44 11/7/44—	Buchanan & Co., Los Angeles
Raytheon Production Corp., Newton, Mass.	Radio Tubes and Electrical and Electronic Products	Meet Your Navy	Saturday, 7:30-8:00 P.M.	168	10/14/44—	Burton Browne Advertising, Chicago
Reader's Digest Assn., Inc., **Pleasantville**, N. Y.	Reader's Digest Magazine	America's Town Meeting of the Air	Thursday, 8:30-9:30 P.M.	166	9/7/44—	BBDO., N. Y.
Red-EE Foods Inc. Co. (PC), Los Angeles, Calif.	Cinch Cake Mix	Polly Patterson	Mon., Wed., Fri., 1:55-2:00 P.M.	14	4/3/44–6/16/44	Elwood J. Robinson Adv., Los Angeles
Resinol Chemical Co. (PC), Baltimore, Md.	Resinol Soap and Ointment	Edw. Jorgenson	Mon., Wed., Fri., 4:50-5:00 P.M.	10	2/14/44–6/23/44	Courthand D. Ferguson, Baltimore
Revlon Products Corp., New York	Nail Enamel and Lipstick	Revlon Theatre	Thursday, 10:30-11:00 P.M. Sunday, 10:00-10:30 P.M.	79 79	9/30/43–10/14/43 10/17/43–3/26/44	Wm. H. Weintraub & Co., N. Y.
RRKO Radio Pictures, Inc., New York	RKO Pictures	Hollywood Star Time	Mon., Fri., 3:15-3:30 P.M.	188	5/29/44–11/24/44	Foote, Cone, & Belding, N. Y.
RKO Pictures Inc. (PC), New York	Motion Pictures	Hollywood Star Time	Mon., Fri., 3:15-3:30 P.M.	20	2/28/44–5/26/44	Foote-Cone & Belding, N. Y.
Safeway Stores Inc. (PC), Oakland, Calif.	Kitchen Craft Flour and Busy Baker Crackers	What's Doin' Ladies	Mon., Fri., 5:00-5:15 P.M.		11/15/43—	J. Walter Thompson Co., San Francisco
S & W Fine Foods (PC), San Francisco	S & W Coffee and Marmalade	World Wide Review	Mon., Fri., 4:00-4:15 P.M.	15	1/10/44–12/1/44	Brisacher, Van Norden & Staff, San Francisco
Scripto Mfg. Co., Atlanta, Ga.	Pencils	George Hicks	Sunday, 1:15-1:30 P.M.	167	9/17/44—	Tucker Wayne & Co., Atlanta
Seaboard Finance Co. (PC), **Los Angeles**	Personal Loans	Seaboard News	Tues, Thurs., Sat., 10:15-10:30 P.M.	8	11/29/43–5/25/44	Smith & Bull Adv. Aycg., Los Angeles
Serutan Co., Jersey City, N. J.	Nutrex and Serutan	Drew Pearson Monday Morning Headlines News—Don Gardiner	Sunday, 7:00-7:15 P.M. Sunday, 7:15-7:30 P.M. Sunday, 7:15-7:30 P.M.	165 162 162	10/12/41— 7/23/44–9/24/44 10/1/44—	Raymond Spector Co., N. Y.
Shellmar Products, Ohio	Converter, Cellophane and Pliofilm	Army/Navy "E" Award	Saturday, 5:00-5:30 P.M.		4/8/44 Only	John Strover, Columbus

(Continued on Page 276)

NEW KFOR FACILITIES

NEW AUDIENCE HIGHS

NEW AND BETTER SALES OPPORTUNITIES



Studio "A", new and modern, with every facility for sound broadcasting.

The Audition and Clients' room.

Modern, high efficiency tower.

The new, ultra-smart, ultra-comfortable reception room (below).

All the new facilities of KFOR are aimed to increase your sales in the Lincoln market. Newly completed, modern studios and offices give us a greater opportunity than ever before to serve our audiences and our advertisers.

THEIR APPRECIATION is reflected in the last Hooper index. KFOR leads with the Lincoln audience from 8:00 a. m. until 6:00 p. m.

YOU can join the big parade of satisfied KFOR Mutual and Blue Network advertisers. The line forms at the Edward Petry Co., Inc., office.

Office of Station Manager Melvin Drake

Studio "B" for small productions.

Studios in the Stuart Building.

KFOR

1240 KC, LOCAL CHANNEL

LINCOLN

GORDON GRAY, GENERAL MANAGER, MELVIN DRAKE, STATION MANAGER

Advertisers Using Blue Network During 1944

[Continued from Page 274]

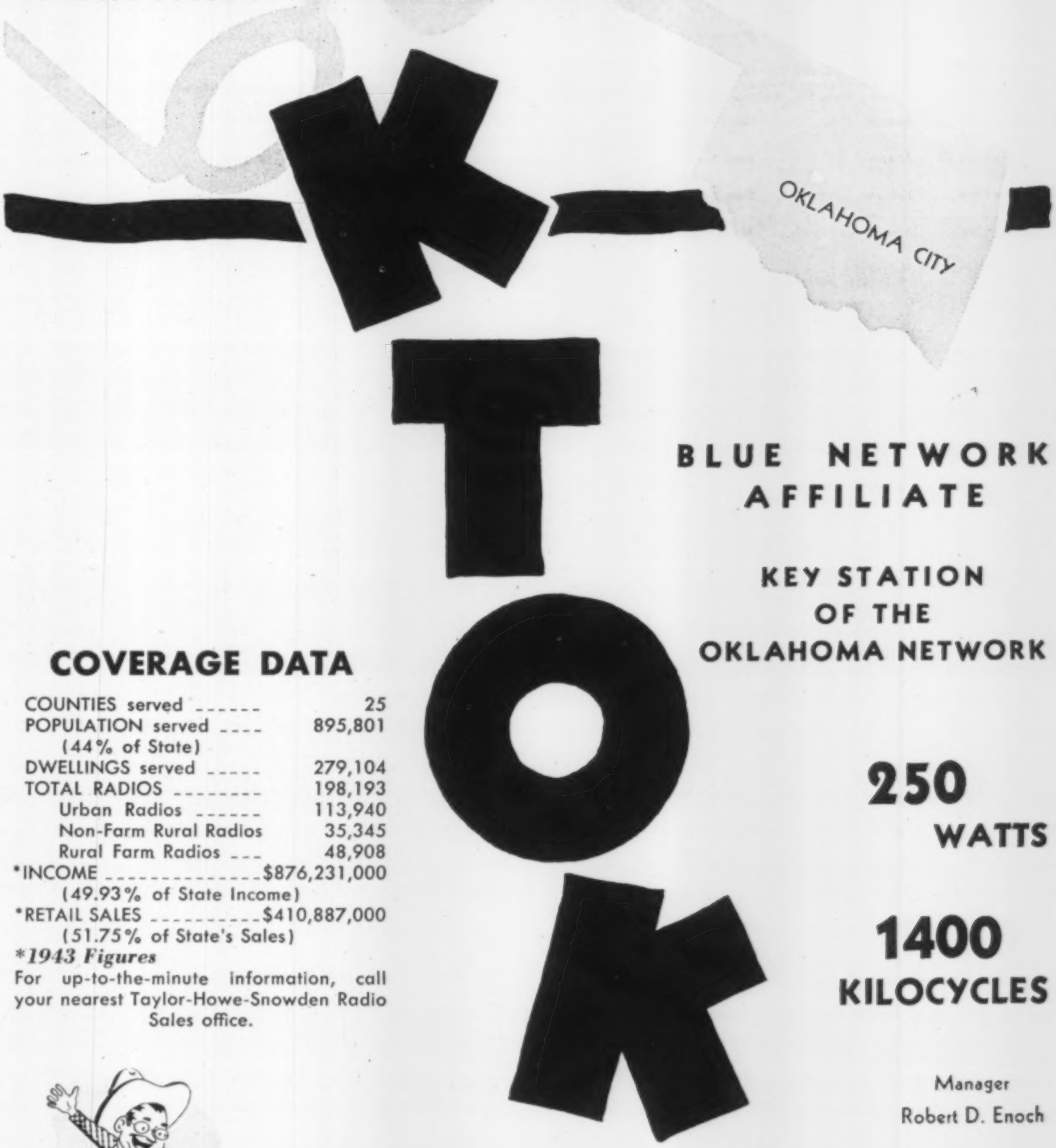
Sponsor	Product	Program	Time (EWT)	No. of Stations	Duration of Contract	Agency
Sherwin-Williams Co., Cleveland, Ohio	Paints	Metropolitan Auditions of the Air	Sunday, 4:30-5:00 P.M.	158	11/28/43–4/9/44	Warwick & Legler, Inc., N. Y.
		Metropolitan Opera Presents	Sunday, 5:30-6:00 P.M.	152	11/26/44—	
		World of Song	Sunday, 4:30-5:00 P.M.	158	4/16/44–11/19/44	
Sloan, Dr. Earl S., New York	Sloan's Liniment	Gangbusters	Friday, 9:00-9:30 P.M.	95	9/18/42–1/5/45	Warwick & Legler Inc., N. Y.
Socony-Vacuum Oil Co., New York	Petroleum Products	Raymond G. Swing	Mon., Thurs., 10:00-10:15 P.M.	136	9/28/42–12/28/44	Compton Adv. Agcy., N. Y.
Soil-Off Mfg. Co. (PC), Glendale, Calif.	Soil-Off	Buddy Twiss	Mon., and Fri., 10:45-10:50 P.M.	15	11/6/44—	McCann-Erickson Inc., Los Angeles
Staley Mfg. Co., Decatur, Ill.	Cornstarch, Corn Syrup, Soy Flour, Cube Starch	Sweet River	Mon., Fri., 10:00-10:15 A.M.	188	1/3/44–7/14/44	Hill Blackett Co., Chicago
Standard Oil Co. of Calif. (PC) San Francisco	Petroleum Products	Lowell Thomas	Mon., Fri., 12:30-12:45 A.M.	18	11/1/43–5/12/44	BBDO., S. F.
Sun Oil Company, Philadelphia, Pa.	Sunoco Gasoline and Motor Oil	Lowell Thomas	Mon., Fri., 6:45-7:00 P.M.	24	6/13/32–1/21/44	Roche, Williams & Cunnyngham, Philadelphia
Sweets Co. of America, Hoboken, N. J.	Tootsie Rolls and and Tootsie	Dick Tracy	Mon., Wed., Fri., 5:15-5:30 P.M.	47	9/13/43–5/29/44	Duane Jones Co., N. Y.
	V-M			48	9/11/44—	
	V-M	Kiernan's News Corner	Mon., Wed., Fri., 2:00-2:15 P.M.	26	6/19/44–9/15/44	Duane Jones Co., N. Y.
Swift & Company, Chicago	Swift Products	Breakfast Club	Mon., Sat., 9:30-9:45 A.M.	237	2/8/41—	J. Walter Thompson, Chicago
Swift & Company (PC), Chicago, Ill.	Jewell Shortening	Breakfast at Sardi's	Tues, Wed., Fri., 1:00-1:15 P.M.	13	12/21/43–6/16/44	J. Walter Thompson Co., Chicago
Texas Company, New York	Texaco Petroleum Products	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	190	11/27/43–5/6/44 12/2/44—	Buchanan & Co., N. Y.
Time Inc., New York	Time Magazine	March of Time	Thursday, 10:30-11:00 P.M.	181	11/2/44—	Young & Rubicam Inc., N. Y.
Trimount Clothing Co., New York	Clipper Craft Clothes	Dorothy Thompson	Sunday, 7:15-7:30 P.M.	70	3/19/44–6/11/44	Emil Mogul Co., N. Y.
			Sunday, 8:15-8:30 P.M.	68	9/24/44–12/17/44	
Union Ice Co. of Calif. (PC) San Francisco	Refrigeration with Ice	Breakfast at Sardi's	Saturday, 1:00-1:15 P.M.	14	1/8/44–7/29/44	Geo. W. Wessells Co., Los Angeles
Wander Co., Chicago, Ill.	Ovaltine	Captain Midnight	Mon., Fri., 5:45-6:00 P.M.	78	9/27/43–6/23/44	Hill Blackett & Co., Chicago
				64	9/25/44—	
Wash. Coop. Egg & Paultry Assn. (PC), Seattle, Wash.	Lynden Chicken	Collins Calling	Saturday, 1:15-1:30 P.M.	15	7/1/44—	Pacific Nat. Adv. Co., Seattle
Wash. State Apple Commission (PC), Wenatchee, Wash.	Apples	Edward Jorgensen	Mon., Wed., Fri., 4:50-5:00 P.M.	16	10/16/44—	J. Walter Thompson, San Francisco
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice, Jellies, Jams and Marmalade	Time Views the News	Mon., Wed., Fri., 4:30-4:45 P.M.	194	6/5/44—	H. W. Kastor & Sons Adv. Co., Chicago
Westinghouse Electric Mfg. Co. Pittsburgh, Pa.	Institutional	Top of the Evening	Mon., Wed., Fri., 10:15-10:30 P.M.	165	3/13/44–6/9/44	McCann-Erickson Inc., N. Y.
		Top of the Evening With Ted Malone	Mon., Wed., Fri., 10:15-10:30 P.M.	165	6/14/44–12/8/44	
			Mon., Tues., Wed., 8:00-8:15 P.M.	165	12/11/44—	
Wheeling Steel Corp., Wheeling, W. Va.	Steel Products	Musical Steelmakers	Sunday, 5:30-6:00 P.M.	103	9/26/43–6/18/44	Critchfield & Co., Chicago
Wilco Company (PC), Los Angeles	Clearex and Biff Flyspray	Buddy Twiss	Mon. and Fri., 4:45-4:50 P.M.	14	4/4/44–8/25/44	Elwood J. Robinson Adv., Los Angeles
Williamson Candy Co., Chicago, Ill.	Candy Bars	Famous Jury Trials	Tuesday, 9:00-9:30 P.M.	101	11/11/40–10/31/44	Aubrey, Moore & Wallace, Chicago
			Friday, 8:30-9:00 P.M.	122	11/10/44—	
Wilson Sporting Goods Co., Chicago, Ill.	Sporting Goods	National Professional Football Championship Game	Sunday, 2:00-4:30 P.M.	191	12/17/44 Only	United States Adv. Corp., Chicago

WSRR

STAMFORD, CONNECTICUT

ask anyone!

FOCUS YOUR EYES ON THIS *progressive* STATION IN EXPANDING OKLAHOMA!



BLUE NETWORK AFFILIATE

KEY STATION OF THE OKLAHOMA NETWORK

COVERAGE DATA

COUNTIES served ______	25
POPULATION served ____ (44% of State)	895,801
DWELLINGS served _____	279,104
TOTAL RADIOS ________	198,193
Urban Radios ______	113,940
Non-Farm Rural Radios	35,345
Rural Farm Radios ___	48,908
*INCOME _____________ (49.93% of State Income)	$876,231,000
*RETAIL SALES __________ (51.75% of State's Sales)	$410,887,000

****1943 Figures***

For up-to-the-minute information, call your nearest Taylor-Howe-Snowden Radio Sales office.

250 WATTS

1400 KILOCYCLES

Manager
Robert D. Enoch

OKLAHOMA CITY, OKLA.

REPRESENTED BY TAYLOR-HOWE-SNOWDEN *Radio Sales*

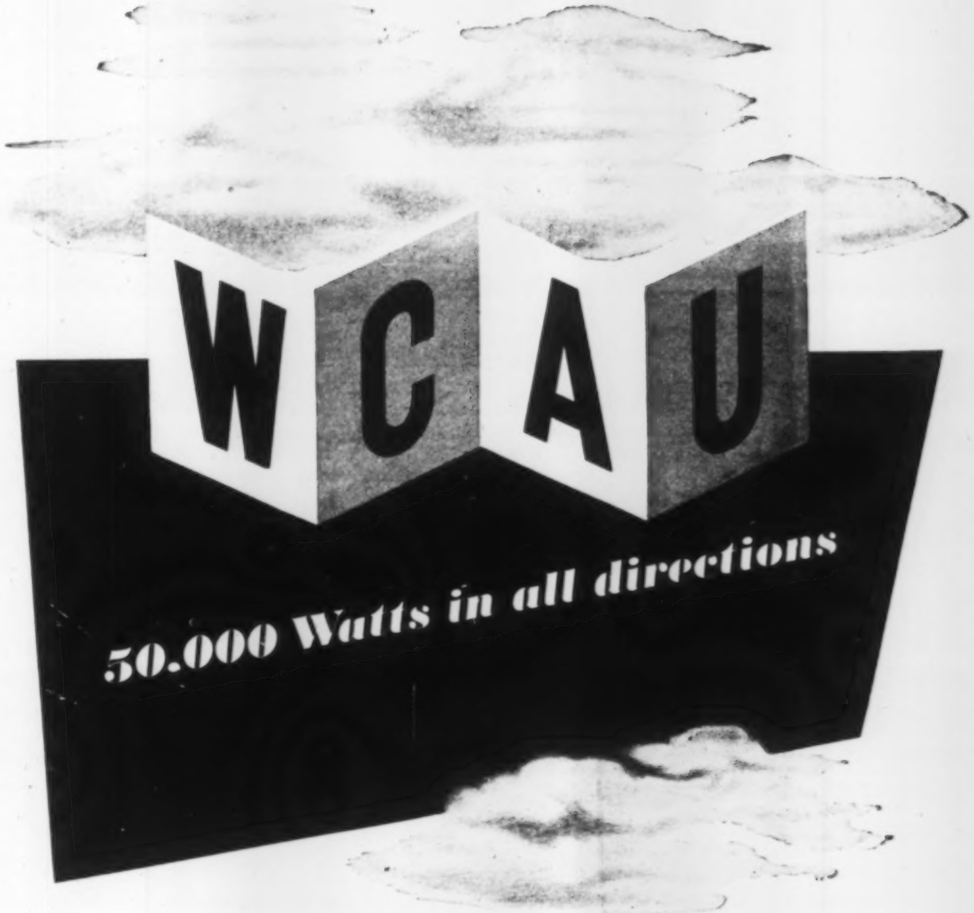
Authorities on Radio and Markets in the Great Middle and Southwest.

Advertisers Using CBS Network During 1944

**Pacific Coast Stations Only.* ***Regional* *Contract Dates Cover Only Those Contracts Effective in 1944*

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Admiral Corp., Chicago	Institutional	World News Today	Sunday, 2:30-2:55 P.M.	62	10/3/43—	Curttenden & Eger, Chicago
Allegheny-Ludlum Steel Corp.	Institutional	Mother and Dad	Saturday, 5:30-6:00 P.M.	40	10/2/43–9/23/44	Walker & Downing, Pittsburgh
American Home Products Corp., Jersey City	Bisodol	Romance of Helen Trent	Wed., Thurs., Fri., 12:30-12:45 P.M.	133	9/20/43–9/15/44	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City	Benefax	Romance of Helen Trent	Mon., Tues., 12:30-12:45 P.M.	133	8/2/43–6/30/44	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City	Kolynos	Romance of Helen Trent	Mon., Tues., 12:30-12:45 P.M.	133	7/3/44–9/15/44	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City	Kolynos & Bisodol (st. 9/18/44 above products alternate each week such as Mon., Wed., Fri., Bisodol; Tues., Thurs., Kolynos, the following week Mon., Wed., Fri., Kolynos; Tues., Thurs., Bisodol)	Romance of Helen Trent	Mon., -Fri.,12:30-12:45 P.M.	133	9/18/44—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City	Anacin	Our Gal Sunday	Mon.-Fri., 12:45-1:00 P.M.	132	9/20/43—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City	Anacin	Easy Aces	Wednesday, 7:30-8:00 P.M.	50	10/27/43—	Dancer-Fitzgerald-Sample, N.Y.
American Home Products Corp., Jersey City	Kolynos, Anacin	Easy Aces	Wednesday, 7:30-8:00 P.M.	50	4/12/44–8/9/44	Dancer-Fitzgerald-Sample, N.Y.
American Home Products Corp., Jersey City	Anacin, Kolynos	Mr. Keen	Thursday, 7:30-8:00 P.M.	50	4/13/44–9/29/44	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City	Kolynos eff 10/4/44 Kolynos & Hill's Cold Tablets	Mr. Keen	Thursday, 7:30-8:00 P.M.	50	10/27/43—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City	Anacin & Benefax Multi Vitamins eff 4/14/44 Anacin & Bisodol Mints eff 5/19/44 Anacin	Friday on Broadway	Friday, 7:30-8:00 P.M.	50	10/27/43—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., Jersey City eff 3/1/44 became a subs. of Amer. Home Products Corp.	Duff's Ready-to-Bake Mixes	Galen Drake eff 7/17/44 Fletcher Wiley eff 10/4/44 Burton Wheeler	Tues, Thurs., 5:00-5:15 P.M.PWT eff 4/10/44 Mon., Wed., Fri., 5:00-5:15 P.M. PWT	7*	9/28/43—	W. Earl Bothwell, Pittsburgh
American Oil Co., Baltimore	Amoco-Gas, lubricants and other products	CBS World News	Thursday, 6:00-6:15 P.M.	57	8/19/43—	Joseph Katz Co., Baltimore
American Oil Co., Baltimore	Amoco-Gas, lubricants and other products	Edward R. Murrow	Sunday, 1:30-1:45 P.M. eff 7/9/44 Sun., 1:45-2:00 P.M.	61	8/19/43—	Joseph Katz Co., Baltimore
American Tobacco Co. Inc., New York	Lucky Strikes Cigarettes	Your Hit Parade	Saturday, 9:00-9:45 P.M.; 12:00-12:45 A.M.	125-143	5/1/43—	Foote, Cone & Belding, N. Y.
Anchor-Hocking Glass Corp., Lancaster, O.	Fire King Glass Products	Corliss Archer	Saturday, 5:00-5:30 P.M. eff 7/6/44 Thur., 9:30-10:00 P.M.	122	1/8/44—	Wm. H. Weinbraub & Co., N. Y.
Armour & Co., Chicago	Meat & Dairy Products	"Dateline" eff 10/2 "Hedda Hopper's Hollywood"	Monday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	140	6/12/44—	Foote, Cone & Belding, Chicago
Armstrong Cork Co., Lancaster	Quaker Rugs, Linoleum Products	Armstrong Theater of Today	Saturday, 12:00-12:30 P.M.	136	10/2/43—	Batten, Barton, Durstine & Osborn, Inc., N. Y.
P. Ballantine & Sons, Newark	Beer & Ale	Broadway Showtime eff 5/1 Showtime eff 7/3 Johnny Morgan Show	Monday, 10:30-11:00 P.M.	43	3/8/43—	J. Walter Thompson Co., N. Y.
Ballard & Ballard Co., Louisville	Obelisk Flour & other milling products	Renfro Valley Folks	Wed., Thurs., 8:15-8:30 A.M. Friday, 8:15-8:45 A.M. Sunday, 9:15-9:45 A.M. eff 8/2 Wed., Thurs., Fri., Sat., 8:15-8:30 A.M. Sunday, 9:15-9:45 A.M.	27	2/2/43—	Henri, Hurst & McDonald, Chicago
Bank of America National Trust & Savings Assoc., San Francisco	Banking Service	Sunday Night Salute	Sunday, 9:30-10:00 P.M. PWT	5*	9/9/43–3/5/44	J. Walter Thompson Co., S. F.
Barbasol Co., Indianapolis	Shaving Cream	Deane Dickason	Mon., Wed., Fri., 4:00-4:15 P.M. PWT	5*	1/31/44–4/28/44	Erwin Wasey & Co., N. Y.
Herman Basch & Co., New York	Fur Processing	Ona Munson in Hollywood	Thurs., 3:15-3:30 P.M. PWT	8*	8/3/44—	Kelly, Nason, Inc., N. Y.
Bekins Van & Storage Co., Seattle	Storage, moving	Harry W. Flannery	Mon., Wed., Fri., 5:30-5:45 P.M. PWT	6*	9/27/43—	Brooks Adv. Agcy., L. A.
Ben Hur Products, Inc., Los Angeles	Ben Hur Coffee	Hollywood Showcase eff 4/28 Hedda Hopper	Friday, 6:00-6:30 P.M. PWT	5*	4/30/43—7/21/44	Barton A. Stebbins, L. A.
Bourjois, Inc., New York	Cosmetics & Perfumes	Here's to Romance	Thursday, 10:30-11:00 P.M.	122	10/14/43—	Foote, Cone & Belding, N. Y.
Bowey's, Inc., Chicago	Dari-Rich Products	Stars Over Hollywood	Saturday, 12:30-1:00 P.M.	50	9/25/43—	Sorenson & Co., Chicago
Bowey's, Inc., Chicago	Dari-Rich Products	Dicken's Christmas Carol	Monday, 3:30-4:00 P.M.	65	12/25/44 only	Sorenson & Co., Chicago
W. Atlee Burpee Co., Philadelphia	Seed Products	Garden Gate	Saturday, 9:15-9:45 A.M.	59	2/26/44–3/18/44	Flagler Adv. Inc., Buffalo
Business Men for Roosevelt, Inc.	Political	Franklin D. Roosevelt	Friday, 9:00-10:00 P.M.	142	10/27/44 only	Green-Brodie, Inc., N. Y.
Business Men for Roosevelt, Inc.	Political	Orson Welles	Saturday, 6:55-7:00 P.M.	139	11/4/44 only	Green-Brodie, Inc., N. Y.
Horace T. Cahill, Republican Candidate for Governor of Mass.	Political	Horace T. Cahill	Wednesday, 9:30-9:45 P.M.	4**	6/28/44 only	Cotter Adv. Agency
California Committee for Right to Work	Political	James L. Beehy	Tuesday, 3:30-3:45 P.M. PWT	5*	10/24/44 only	Advertising Arts Agcy., L. A.
California Committee for Right to Work	Political	Randolph Van Nostrand	Saturday, 4:45-5:00 P.M. PWT	5*	10/28/44 only	Advertising Arts Agcy., L. A.
California Committee for Right to Work	Political	Clayton L. Robinson and others	Saturday, 9:45-10:00 P.M. PWT	5*	11/4/44 only	Advertising Arts Agcy., L. A.
California Prune & Apricot Growers Assn.	Sunsweet Prunes	Dave Vaile, News	Saturday, 8:55-9:00 P.M. PWT	7*	3/13/43—	Long Adv. Service, San Jose
Campana Sales Corp., Batavia, Ill.	Campana Balm, Cream, Solitaire Cake Make-up, Dreskin, Coolies, Hand Cream, D.D.D.	Campana Serenade	Saturday, 1:00-1:25 P.M.	121	9/4/43–2/26/44	Wallace-Ferry-Hanly, Chicago

(Continued on Page 280)


WCAU
50,000 Watts in all directions

PHILADELPHIA'S LEADING RADIO INSTITUTION

Advertisers Using CBS Network During 1944

[Continued from Page 278]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Campana Sales Corp., Batavia, Ill.	Solitair Cake Make-up	Don't You Believe It	Saturday, 9:45-10:00 P.M. PWT	8*	9/30/44—	Wallace-Ferry-Hanly, Chicago
Campbell Soup Co., Camden, N. J.	Soups, Tomato Juice, Baked Beans	Jack Carson Show	Wednesday, 9:30-10:00 P.M. eff 6/21 Wednesday, 9:00-9:30 P.M. eff 8/16 Wednesday, 9:30-10:00 P.M. eff 10/25 Wednesday, 8:00-8:30 P.M. re: 12:00-12:30 A.M.	121	3/3/43—	Foote, Cone & Belding, N. Y.
Campbell Soup Co., Camden, N. J.	Soups, Tomato Juice, Baked Beans	Radio Readers Digest	Sunday, 9:00-9:30 P.M.	123	9/12/43—	Ward Wheelock Co., N. Y.
Celanese Corp. of America, N. Y.	Celanese Products	Great Moments in Music	Wednesday, 10:00-10:30 P.M.	136	1/5/44—	Young & Rubicam, N. Y.
Chemicals, Inc., Oakland, Calif.	Vano Household Chemical	Deane Dickason	Tuesday, 9:45-10:00 P.M. PWT	4*	1/24/43–1/18/44	Garfield & Guild, S. F.
Chemicals, Inc., Oakland, Calif.	Vano Household Chemical	News	Saturday, 1:25-1:30 P.M.	8	2/26/44–5/20/44	Garfield & Guild, S. F.
Chesebrough Mfg. Co., New York	Vaseline Products	Dr. Christian	Wednesday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	142	10/27/43—	McCann-Erickson, Inc., N. Y.
Chrysler Corp., Detroit	Institutional	Major Bowes Amateur Hour	Thursday, 9:00-9:30 P.M.	144	9/9/43—	Ruthrauff & Ryan, N. Y.
Citizens Committee Against Proposition No. 12	Political	Thomas Griffin	Tuesday, 3:30-3:45 P.M. PWT	5*	10/31/44 only	Clarence B. Juneau, L. A.
Citizens Committee Against Proposition No. 12	Political	Robert Kenny	Saturday, 4:00-4:15 P.M. PWT	5*	11/4/44 only	Clarence B. Juneau, L. A.
Citizens Committee Against Proposition No. 12	Political	Robert Kenny	Saturday, 9:30-9:45 P.M. PWT	5*	11/4/44 only	Clarence B. Juneau, L. A.
Coca-Cola Co., Atlanta	Coca Cola	Pause That Refreshes on the Air	Sunday, 4:30-5:00 P.M.	140	11/28/43–12/10/44	D'Arcy Adv. Co., N. Y.
Coldstream Products Co.	Sunnybank Margarine	Money on the Line	Wednesday, 9:30-10:00 P.M. PWT	5*	10/18/44—	McCann-Erickson, Inc., S. F.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Blondie	Sunday, 8:00-8:30 P.M.; 11:30-12:00 MID.	141	8/13/44—	Wm. Esty & Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Colgate Tooth Powder	Judy Canova Show eff 7/4 Theater of Romance	Tuesday 8:30-8:55 P.M.; 12:00-12:25 A.M. eff 10/24 shift re. to 11:30-11:55 P.M.	126	7/6/43—	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Shave Cream eff 11/22 Colgate Tooth Powder	Inner Sanctum	Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M. eff 11/22/44 Wednesday, 9:00-9:30 P.M.	123	10/2/43–12/27/44	Ted Bates, Inc., N. Y. eff 11/22 Sherman & Marquette, N. Y.
Colonial Dames, Inc., Hollywood	Cosmetics	Bob Greene eff 3/12 Song of the Week	Sunday, 8:25-8:30 P.M. PWT	10-18*	3/21/43—	Glasser-Gailey & Co., L. A.
Consolidated Royal Chemical Co., Inc., Chicago	Kranks Shave Cream	Ten O'Clock Wire	Saturday, 10:00-10:15 P.M. PWT	8*	12/4/43–5/27/44	Arthur Meyerhoff & Co., Chicago
Constitutional Democrats of North Carolina	Political	....	Thursday, 8:30-8-55 P.M.	8**	11/2/44 only	Hugh A. Deadwyler, Charlotte
Continental Baking Co., New York	Wonder Bread & Hostess Cake	Bachelor's Children	Mon.-Fri. 10:45-11:00 A.M.; re: 3:45-4:00 P.M.	48	11/29/43—	Ted Bates, Inc., N. Y.
Corn Products Refining Co., New York	Dextrose, Mazola, other products	Stage Door Canteen	Friday, 10:30-11:00 P.M.	53	7/29/43—	C. L. Miller Co., N. Y.
Cream of Wheat Corp., Minneapolis	Cream of Wheat Cereal	Let's Pretend	Saturday, 11:05-11:30 A.M.	123	9/25/43—	BBD&O., N. Y.
Cresta Blanca Wine Co., New York	Cresta Blanca Wines	This is My Best	Tuesday, 9:30-10:00 P.M.	73	9/5/44—	BBD&O., N. Y.
Cudahy Packing Co., Chicago	Delrich	Something to Talk About	Mon.-Fri., 4:30-5:00 P.M.	14	5/24/43–6/16/44	Grant Adv. Inc., Chicago
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Tena & Tim	Mon.-Fri., 3:15-3:30 P.M.	44	8/7/44—	Grand Adv. Inc., Chicago
Curtiss Candy Co., Chicago	Candy Products	Warren Sweeney	Sat., Sun., 11:00-11:05 A.M.	118-138	1/1/44—	C. L. Miller Co., N. Y.
Day & Night Mfg. Co.	Water Heaters & Eqpt.	Dr. Wallace Sterling, News	Monday, 8:55-9:00 P.M. PWT	8*	10/2/44—	Hixson-O'Donnell Adv., L. A.
Democratic National Committee, N. Y. C.	Political	Franklin D. Roosevelt	Saturday, 9:30-10:22 P.M.	140	9/23/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Franklin D. Roosevelt	Thursday, 10:00-10:30 P.M.	137	10/5/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Senator Pepper	Saturday, 9:40-9:45 P.M.; 12:40-12:45 A.M.	140	10/7/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	H. Bogart	Saturday, 9:40-9:45 P.M.; 12:40-12:45 A.M.	140	10/28/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Sen. Truman	Thursday 8:30-8:45 P.M.	37	10/12/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Sen. Wagner	Saturday, 6:55-7:00 P.M.	139	10/14/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Andrew Higgins	Tuesday, 6:55-7:00 P.M.	141	10/17/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Ex. Gov. Cox of Ohio	Thursday, 10:30-11:00 P.M.	140	10/19/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Dorothy Thompson	Friday, 5:45-6:00 P.M.	134	10/20/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Chas. Boyer	Friday, 9:55-10:00 P.M.	135	10/20/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	F. Altschul	Monday, 7:55-8:00 P.M.; 10:55-11:00 P. M.	132	10/23/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Orson Welles	Friday, 10:25-10:30 P.M.	119	10/27/44 only	Biow Co., N. Y.

(Continued on Page 282)

Penetrate the rich Akron, Ohio Market with

WADC

19 Years of ***Leadership!***

Population:
2,721,200
Retail Sales:
$1,547,209,000
Effective Buying Income:
$3,591,897,000

** Above Statistics from Sales Management of 11-10-43*

5,000 WATTS
DAY and NIGHT

Owned and operated by Allen T. Simmons,-National Rep.: Geo. P. Hollingbery Co.

A BASIC CBS STATION

Advertisers Using CBS Network During 1944

[Continued from Page 280]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Democratic National Committee, N. Y. C.	Political	Geo. Hanilla	Monday, 7:55-8:00 P.M.	132	10/30/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Jesse H. Jones	Tuesday, 10:00-10:30 P.M.	139	10/31/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Sinclair Lewis	Wednesday, 9:55-10:00 P.M.	140	11/1/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Quentin Reynolds	Friday, 10:25-10:30 P.M.	129	11/3/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Franklin D. Roosevelt	Saturday, 9:00-9:45 P.M.	142	11/4/44 only	Biow Co., N. Y.
Democratic National Committee, N. Y. C.	Political	Orson Welles	Monday, 12:00-12:15 A.M.	130	11/6/44 only	Biow Co., N. Y.
Democratic State Committee of N.Y.	Political	Mr. Ewing	Monday, 6:30-6:45 P.M.	9**	10/2/44 only	John L. Halpin, Schenectady
Democratic State Committee of N.Y.	Political	Paul E. Fitzpatrick	Monday, 6:30-6:45 P.M.	9**	10/9/44 only	John L. Halpin, Schenectady
Democratic State Committee of N.Y.	Political	Paul E. Fitzpatrick	Monday, 6:30-6:45 P.M.	9**	10/16/44 only	John L. Halpin, Schenectady
Democratic State Committee of N.Y.	Political	Paul E. Fitzpatrick	Monday, 6:30-6:45 P.M.	9**	10/23/44 only	John L. Halpin, Schenectady
Democratic State Committee of N.Y.	Political	Paul E. Fitzpatrick	Monday, 6:30-6:45 P.M.	9**	10/30/44 only	John L. Halpin, Schenectady
Democratic State Committee of N.Y.	Political	Mrs. H. Lehman	Tuesday, 6:30-6:45 P.M.	10**	10/31/44 only	John L. Halpin, Schenectady
Democratic State Committee of N.Y.	Political	Paul E. Fitzpatrick	Monday, 6:30-6:45 P.M.	9**	11/6/44 only	John L. Halpin, Schenectady
Democratic State Committee of N.Y.	Political	Senator Wagner	Wed., Thurs., Fri., 6:30-6:45 P.M.	10**	10/25, 26, 27 only	John L. Halpin, Schenectady
Dwight Edwards Co., San Francisco	Dwight Edwards Coffee	Rhythm Inn	Sunday, 5:30-5:55 P.M. PWT	18*	10/1/44—	McCann-Erickson, Inc., S. F.
Electric Companies Advertising Program	Institutional	Report to the Nation	Tuesday, 9:30-10:00 P.M. eff 5/3 Wed., 10:30-11:00 P.M.	133	7/27/43–7/19/44	N. W. Ayer & Son
Electric Companies Advertising Program	Institutional	The Electric Hour with Nelson Eddy	Wednesday, 10:30-11:00 P.M. eff 12/17 Sun., 4:30-5:00 P.M.	136	9/20/44—	N. W. Ayer & Son
Elgin National Watch Co., Elgin, Ill.	Institutional	Elgin Thanksgiving Show	Thursday 4:00-6:00 P.M.	142	11/23/44 only	J. Walter Thompson Co., Chicago
Elgin National Watch Co., Elgin, Ill.	Institutional	Elgin Christmas Show	Monday, 4:00-6:00 P.M.	142	12/25/44 only	J. Walter Thompson Co., Chicago
Emerson Drug Co., Baltimore	Bromo-Seltzer	Vox Pop	Monday, 8:00-8:30 P.M.	127	8/2/43—	Ruthrauff & Ryan, N. Y. eff 11/6 McCann-Erickson
Englander Co., Brooklyn	Beds, Springs, Mattresses	We Who Dream	Friday, 7:15-7:30 P.M.	41	3/17/44–10/13/44	Biow Co., N. Y.
Eversharp, Inc., Chicago	Pens, Pencils, Red Top Lead	Take It or Leave It	Sunday, 10:00-10:30 P.M.	142	9/19/43—	Biow Co., N. Y.
*Eversharp, Inc., Chicago	Pens, Pencils, Red Top Lead	Let Yourselves Go with Milton Berle	Wednesday, 10:30-11:00 P.M.	141	12/20/44—	Biow Co., N. Y.
"42" Products, Inc., Los Angeles	Hair Oil & other products	This is My Story	Saturday, 6:00-6:30 P.M. PWT	11*	6/3/44—	Hillman-Shane-Breyer, L. A.
Gallenkamp Stores Co., San Francisco	Shoes	Tobe Reed	Friday, 9:55-10:00 P.M. PWT	7*	10/20/44—	Long Adv. Service, S. F.
General Electric Co., Bridgeport	Electronics Div.	The World Today	Mon.-Sat., 6:45-6:55 P.M.	122-133	5/31/43–7/25/44	Maxon, Inc.
General Electric Co.	Electronics Div.	The World Today	Mon., Tues., Thurs., Fri., 6:45-6:55 P.M.	133	7/27/44—	Maxon, Inc.
General Electric Co.	Electric Appliances	The World Today	Wednesday, 6:45-6:55 P.M.	133	7/26/44—	Young & Rubicam
General Electric Co.	G. E. Institutional	The World Today	Saturday, 6:45-6:55 P.M.	133	7/29/44–12/30/44	BBDO.
General Foods Corp., New York	Calumet, Swansdown eff 6/5 Sanka & Sure-Jell eff 9/4 Calumet, Swansdown	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	122	10/4/43—	Young & Rubicam
General Foods Corp., New York	Jell-O, Jell-O Pudding, Sanka	Kate Smith Hour	Friday, 8:00-8:55 P.M. 12:00-12:55 A.M.	123	10/1/43–6/9/44	Young & Rubicam
General Foods Corp., New York	Jell-O, Jell-O Pudding, Sanka	Kate Smith Hour	Sunday, 7:00-8:00 P.M.	141	9/17/44—	Young & Rubicam
General Foods Corp., New York	Grapenuts Flakes, & Wheatmeal	We Love & Learn	Mon.-Fri., 2:30-2:45 P.M.	121	3/29/43–3/31/44	Young & Rubicam
General Foods Corp., New York	Grapenuts Flakes, & Wheatmeal	Portia Faces Life	Mon.-Fri., 2:00-2:15 P.M.	122	4/3/44-9/29/44	Young & Rubicam
General Foods Corp., New York	LaFrance, Satina, Postum, Post's Raisin Bran eff 7/3 LaFrance, Satina, Postum, Gaines Dog Food	Joyce Jordan, M.D.	Mon.-Fri., 2:15-2:30 P.M.	122	9/27/43–9/29/44	Young & Rubicam
General Foods Corp., New York	Grapenuts & Wheatmeal	Joyce Jordan, M.D.	Mon.-Fri., 2:00-2:15 P.M.	122	10/2/44—	Young & Rubicam
General Foods Corp., New York	LaFrance, Satina, Post's Raisin Bran, Postum	Two on a Clue	Mon.-Fri., 2:15-2:30 P.M.	122	10/2/44—	Young & Rubicam
General Foods Corp., New York	Birds Eye Frosted Foods	Dinah Shore Program	Thursday, 9:30-10:00 P.M.	128	9/30/43–6/29/44	Young & Rubicam
General Foods Corp., New York	Grapenuts & Maxwell House Coffee, Grapenuts Flakes	Adventures of the Thin Man	Friday, 8:30-8:55 P.M.; 12:30-12:55 A.M.	126	9/15/44—	Young & Rubicam
General Foods Corp., New York	Postum	Aldrich Family	Friday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	121	9/1/44—	Young & Rubicam
General Foods Corp., New York	Post 40% Bran Flakes	Young Dr. Malone	Mon.-Fri., 2:00-2:15 P.M.	122	10/4/43—	Benton & Bowles
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Iced Coffee Time	Friday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	123	6/16/44–8/25/44	Benton & Bowles
General Foods Corp., New York	Post Toasties	Adventures of the Thin Man	Sunday, 10:30-11:00 P.M.	120	10/3/43–6/11/44	Benton & Bowles
General Foods Corp., New York	Post Toasties	Toasties Time with Fannie Brice	Sunday, 6:30-7:00 P.M.; 10:30-11:00 P.M.	143	9/17/44—	Benton & Bowles

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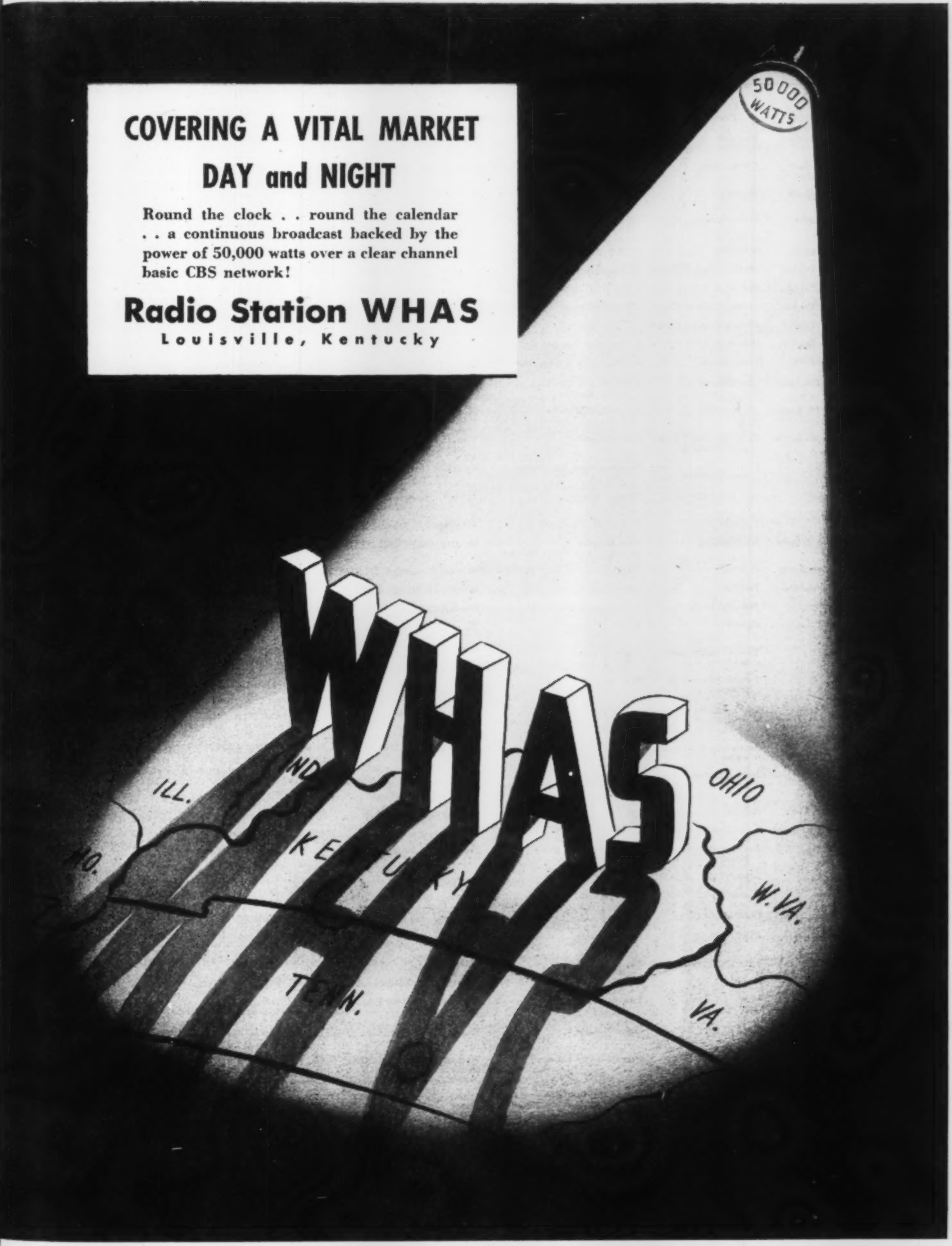


COVERING A VITAL MARKET DAY and NIGHT

Round the clock . . round the calendar . . a continuous broadcast backed by the power of 50,000 watts over a clear channel basic CBS network!

Radio Station WHAS
Louisville, Kentucky

50000 WATTS
WHAS
ILL.
IND.
OHIO
MO.
KENTUCKY
W.VA.
TENN.
VA.

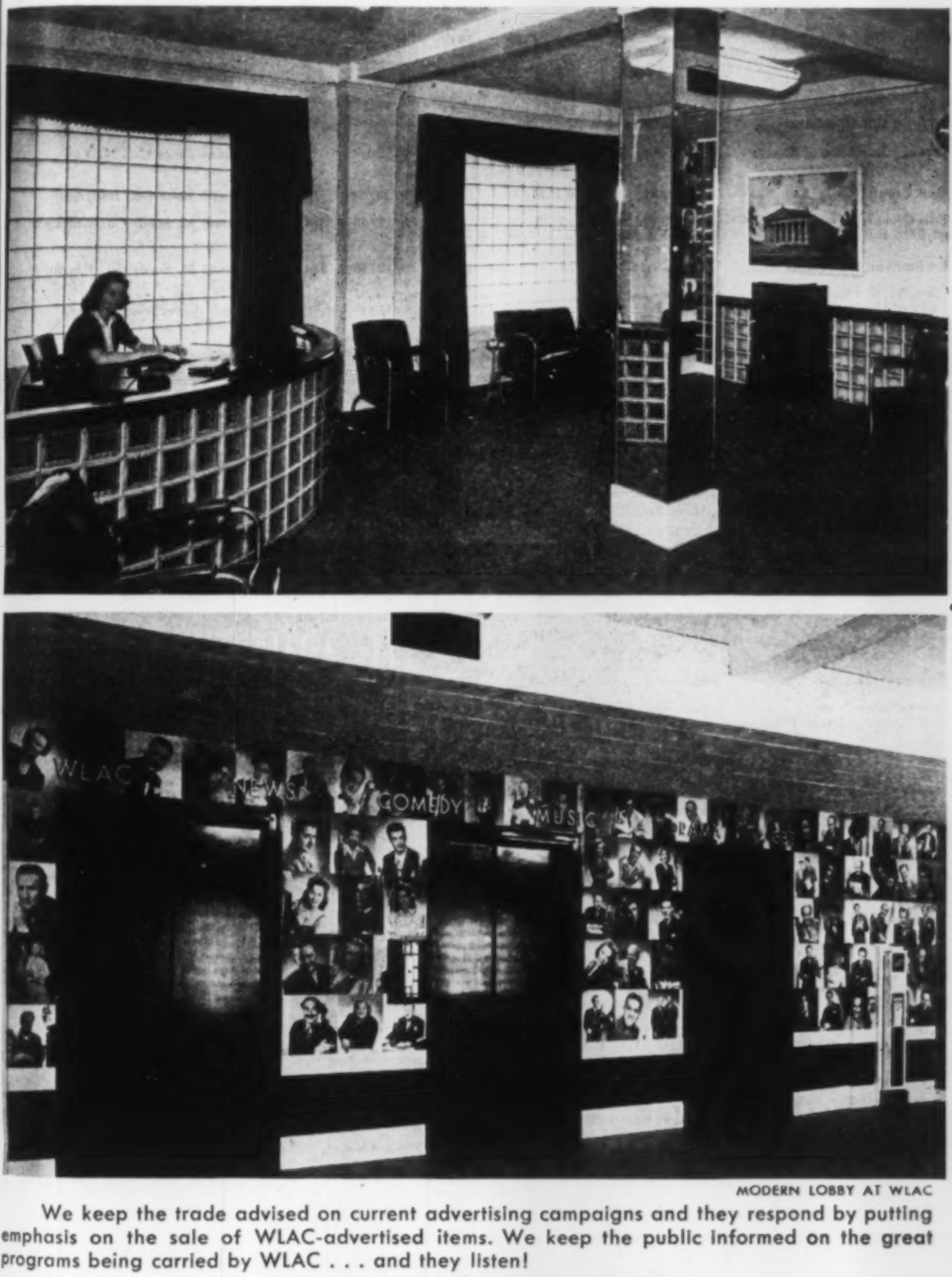
Advertisers Using CBS Network During 1944

[Continued from Page 282]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Mills, Inc., Minneapolis	Bisquick	Valiant Lady	Mon.-Fri., 10:00-10:15 A.M.; 11:15-11:30 A.M.	43	5/31/43–6/2/44	Knox Reeves Adv. Mpls.
General Mills, Inc., Minneapolis	Cheeri-Oats	Valiant Lady	Mon.-Fri., 10:00-10:15 A.M.; 11:15-11:30 A.M.	44-60	6/5/44—	Dancer-Fitzgerald-Sample, Chicago
General Mills, Inc., Minneapolis	Wheaties	Kitty Foyle	Mon.-Fri., 10:15-10:30 A.M.; 11:30-11:45 A.M.	43	5/31/43–6/2/44	Knox Reeves Adv. Mpls.
General Mills, Inc., Minneapolis	Softasilk Flour, Kix	Light of the World	Mon.-Fri., 10:15-10:30 A.M.; 11:30-11:45 A.M.	44-60	6/5/44—	Dancer-Fitzgerald-Sample, Chicago
General Mills, Inc., Minneapolis	Wheaties	Nelson Pringle	Mon.-Fri., 7:45-8:00 A.M. PWT	8*	3/15/43—	Knox Reeves Adv. Mpls.
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	Orange Bowl Game	Saturday, 1:00-3:30 P.M.	119	1/1/44 only	Maxon, Inc., N. Y.
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	Sugar Bowl Game	Saturday, 3:30-6:00 P.M.	119	1/1/44 only	Maxon, Inc.
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	Kentucky Derby	Saturday, 6:00-6:30 P.M.	138	5/6/44 only	Maxon, Inc.
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	All Star Baseball Game	Tuesday, 8:55 P.M. to finish	138	7/11/44 only	Maxon, Inc.
Gillette Safety Razor Co., Boston	Blades, Shaving Cream	Army-Navy Football Game	Saturday, 1:45-4:15 P.M.	142	12/2/44 only	Maxon, Inc.
B. F. Goodrich Co., Watertown	Institutional	Joseph C. Harsch and the News	Mon.-Fri., 6:55-7:00 P.M.	127	3/15/43—	BBDO., N. Y.
Goodyear Tire & Rubber Co. Inc., Akron	Institutional	The Star and the Story with Walter Pidgeon	Sunday 8:00-8:30 P.M.	122	2/6/44–7/30/44	Young & Rubicam, N. Y.
Grove Laboratories, Inc., St. Louis	All Products	10 O'Clock Wire	Mon.-Fri., 10:00-10:05 P.M. PWT	5*	9/20/43–3/17/44	Russell M. Seeds Co., St. Louis
Grove Laboratories, Inc., St. Louis	Cold Tablets, B Complex Vitamins	Bill Haworth	Tues, Thurs., Sat., 7:30-7:45 A.M. PWT	7*	8/15/44—	Russell M. Seeds Co., St. Louis eff 11/14/44 Donohue & Co., N. Y.
Grove Laboratories, Inc., St. Louis	Cold Tablets, B-Complex Vitamins	Riders of the Purple Sage	Friday, 6:15-6:30 P.M. PWT	5*	10/20/44—	Russell M. Seeds Co., St. Louis
Gulf Oil Corp., Pittsburgh	Gas, Oil, Lubricants	We the People	Sunday, 7:30-8:00 P.M. eff 6/18 Sun, 10:30-11:00 P.M.	92-101	2/14/43—	Young & Rubicam, N. Y.
Francis D. Harrigan	Political	Francis D. Harrigan	Monday, 5:30-5:45 P.M.	2**	7/10/44 only	Copley Adv. Co., Boston
Hoffman Radio Corp., Los Angeles	All Products	Chet Huntley eff 4/24 Dr. Wallace Sterling	Monday, 8:55-9:00 P.M. PWT	8*	3/13/44–9/25/44	Hixson-O'Donnell Adv., L. A.
Hollywood Democratic Committee	Political	Harold L. Ickes	Sunday, 8:00-8:30 P.M. PWT	19*	10/8/44 only	Hillman-Shane-Breyer, L. A.
Hollywood for Dewey Committee	Political	Hollywood Stars	Monday, 9:00, 9:30 P.M.	10*	11/6/44 only	Elwood J. Robinson Adv., L. A.
Hudson Coal Co., Scranton	D & H Anthracite	CBS News of the World	Sunday, 9:00-9:15 A.M.	21	9/19/43—	Clements Co., Philadelphia
Hunt Bros. Packing Co., San Francisco	Cannery	Deane Dickason	Tues. 9:45-10:00 P.M. PWT	5*	1/25/44–4/18/44	Garfield & Guild, S. F.
Hunt Bros. Packing Co., San Francisco	Tomato Sauce & all products	Galen Drake	Tues., Thurs., 5:00-5:15 P.M. PWT	7*	5/16/44–11/9/44	Garfield & Guild
Hunt Bros. Packing Co., San Francisco	Tomato Sauce & all products	Wm. Winter	Sunday, 5:30-5:45 P.M. PWT	8*	5/28/44–8/20/44	Garfield & Guild
International Silver Co., Meriden	Sterling & 1847 Rogers Bros. Silver	Silver Theater eff 10/8 Adventures of Ozzie & Harriet	Sunday, 6:00-6:30 P.M.	63-142	1/2/44—	Young & Rubicam, N. Y.
Jantzen Knitting Mills, Portland, Ore.	Santiseptic after shave lotion	Chet Huntley eff 4/26 Dr. Wallace Sterling	Wednesday, 8:55-9:00 P.M. PWT	8*	4/5/44–6/28/44	Botsford, Constantine & Gardner, Portland, Ore.
Andrew Jergens Co., Cincinnati	Jergens Lotion	Hollywood Mystery Time eff 10/20 Tonight in Hollywood	Thursday, 9:00-9:30 P.M. PWT eff 9/15 Fri., 6:00-6:30 P.M. PWT eff 10/20 Fri., 6:00-6:15 P.M. PWT	8*	7/20/44—	Lennen & Mitchell, N. Y.
Johns-Manville Corp., New York	Building Materials	Bill Henry—News	Mon.-Fri., 8:55-9:00 P.M.	63	12/27/43—	J. Walter Thompson Co., N. Y.
Johnson & Johnson, New Brunswick	Red Cross Division	Edwin C. Hill	Tues., 6:15-6:30 P.M.	73-140	3/30/43—	Young & Rubicam, N. Y.
Johnstone Drug Sales Corp., Rochester	Buckley's Canadiol Mixture	Hollywood Barn Dance	Saturday, 10:30-10:45 P.M.	7*	12/4/43–3/4/44	Armand S. Weill Co., Buffalo
Kay Jewelry Co., Oakland	Jewelry	Bob Anderson	Sunday, 5:45-5:55 P.M. PWT	5*	5/2/43–9/24/44	Garfield & Guild, S. F.
Lady Esther, Ltd., Chicago	Cosmetics	Screen Guild Player	Monday, 10:00-10:30 P.M.	123	11/22/43—	Biow Co., N. Y.
Lamont, Corliss & Co., New York	Pond's Cold Cream	Eleanore King	Saturday, 6:30-6:45 P.M. PWT	8*	7/4/43–6/24/44	J. Walter Thompson Co., N. Y.
Lever Bros. Co., Cambridge	Swan Soap	Bright Horizon	Mon.-Fri., 11:30-11:45 A.M.; 3:30-3:45 P.M.	48-140	4/5/43—	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge	Spry	Aunt Jenny	Mon.-Fri., 11:45-12:00 Noon	52-77	3/29/43—	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge	Rinso	Big Sister	Mon.-Fri., 12:15-12:30 P.M.	67-141	3/29/43—	Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge	Lux	Lux Radio Theater	Monday, 9:00-10:00 P.M.	143	1/3/44–7/3/44 9/4/44—	J. Walter Thompson Co., N. Y.
Lever Bros. Co., Cambridge	Swan Soap	Burns & Allen	Tuesday, 9:00-9:30 P.M.	141	1/4/44–6/13/44 8/15/44—	Young & Rubicam, N. Y.
Lever Bros. Co., Cambridge	Vimms	Frank Sinatra Show	Wednesday, 9:00-9:30 P.M. eff 11/20 Monday, 8:30-8:55; 11:30-11:55 P.M.	138	1/5–6/14 8/16–12/25/44	J. Walter Thompson Co., N. Y.
Lewis-Howe Co., St. Louis	Tums	Correction, Please eff 12/9 Al Pearce in Here Comes Elmer	Saturday, 10:15-10:45 P.M.	53	10/2/43—	Roche, Williams & Cleary, Chicago
Liberal Party for Election of Roosevelt, Truman & Wagner	Political	Sen. Wagner and others	Monday, 11:15-11:30 P.M.	8**	11/6/44 only	Furman, Feiner & Co., N. Y.
Liggett & Myers Tobacco Co.,	Chesterfield Cigarettes	Harry James eff 3/28 John Nesbitt eff 10/17 Music That Satisfies	Tues, Wed., Thurs., 7:15-7:30 P.M.	122-142	6/29/43—	Newell-Emmett, Inc., N. Y.
Lockheed Aircraft Corp.	Institutional	America-Ceiling Unlimited	Sunday, 2:00-2:30 P.M.	60	8/8/43–4/30/44	Foote, Cone & Belding, L. A.

(Continued on Page 286)

WLAC FACTS FOR YOUR FILE ON STATION ACTIVITY



MODERN LOBBY AT WLAC

We keep the trade advised on current advertising campaigns and they respond by putting emphasis on the sale of WLAC-advertised items. We keep the public informed on the great programs being carried by WLAC . . . and they listen!

"The Gateway To The Rich Tennessee Valley"

50,000 WATTS **WLAC** **NASHVILLE, TENN.**

Represented by The Paul H. Raymer Company

★ WLAC carries fifty-one quarter-hours per week for Nashville's five leading department stores.

★ WLAC sold 40,223 bottles of vitamins in fifty-two weeks.

★ WLAC circularizes 450 grocers and 350 druggists every month of the year.

★ WLAC receives 2,000 letters per week on its early morning programs, 5:00-7:30 A.M.

★ WLAC, basing its figures on 60,000 mailing pieces, shows southwide early-morning coverage as follows: Tennessee, 13%; Arkansas, 8%; Texas, 6%; Louisiana, 13%; Mississippi, 15%; Alabama, 9%; Georgia, 12%; Florida, 3%; South Carolina, 5%; North Carolina, 4%; Kentucky, 4%.

★ WLAC has on regular schedule 108 sponsored program-hours per week.

★ WLAC originates the famous "Old Dirt Dobber" (Garden Gate) program for CBS on Saturday mornings.

★ WLAC mailed (in October) 35,000 complete program schedules to telephone subscribers in primary area.

★ WLAC maintains year-round display in show window of popular downtown corner store.

★ WLAC circularizes local merchants every week . . . with information regarding "What's On the Air Over WLAC."

★ WLAC carries display advertising regularly in twenty county-seat newspapers in the trade area.

Advertisers Using CBS Network During 1944

[Continued from Page 284]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Lockheed Aircraft Corp.	Institutional	A Man Called "X"	Monday, 9:30-10:00 P.M.	72	7/10/44–8/28/44	Foote, Cone & Belding, L. A.
P. Lorillard Co., New York	Old Gold Cigarettes	Monty Woolley with Sammy Kaye's Orch. eff 3/1 Sammy Kaye Show eff 4/5 Allen Jones with F. Carle eff 7/26 Allen Jones with W. Herman eff 10/11 Allen Jones with F. Carle	Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	122	4/28/43–10/8/44	J. Walter Thompson Co., N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Which is Which	Wednesday, 9:30-10:00 P.M.	141	10/25/44—	Lennen & Mitchell, N. Y.
Los Angeles Soap Co., Los Angeles	White King & Sierra Pine Soap	Bob Andersen	Mon.-Fri., 4:15-4:30 P.M. PWT	13	12/27/43—	Raymond R. Morgan Co., L.A.
Manhattan Soap Co., New York	Sweetheart Soap	Bob Greene eff 5/15 Bill Haworth	Mon., Wed., Fri., 7:30-7:45 A.M. PWT	7*	....	Franklin Bruck Adv. Corp. eff 9/4 Duane Jones Co., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Strange Romance of Evelyn Winters	Mon.-Fri., 5:15-5:30 P.M.	28	11/20/44—	Duane Jones Co., N. Y.
Maryland Pharmaceutical Co.	Rem & Rel	Bob Trout	Saturday, 6:55-7:00 P.M.	13	9/23/44—	Joseph Katz Co., Baltimore
Mennen Co., Newark	Shaving & Toilet Articles	Bob Greene eff 5/16 Bill Haworth	Tues., Thurs., Sat., 7:30-7:45 A.M. PWT	7*	8/12/43–8/8/44	Russel M. Seeds Co., Chicago
Mennen Co., Newark	Shaving & Toilet Articles	Ed Sullivan Entertains	Mon., 7:15-7:30 P.M.	122	9/13/43–6/5/44	Russel M. Seeds Co., Chicago
Miles California Co.	One-A-Day Vitamins	Lady of the Press eff 10/11 Story of Sandra Martin	Mon.-Fri., 4:00-4:15 P.M. PWT	8*	5/1/44—	Wade Advertising Agency
Minneapolis-Honeywell Regulator Co.	Electronics, Control Unit, Heat Regulators	Blue Jacket Choir	Sunday, 11:05-11:30 A.M.	122	10/10/43–12/31/44	Addison Lewis & Associates, Mpls.
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker, Chats about Dogs	Thurs., 6:15-6:30 P.M.; 12:30-12:45 A.M.	42	9/30/43—	Henri, Hurst & McDonald, Chicago.
C. F. Mueller Co., Jersey City	Macaroni Products	Morning Market Basket	Mon., Wed., Fri., 9:45-10:00 A.M.	33	11/29/43–5/26/44	Duane Jones Co., N. Y.
McKesson & Robbins, Inc., Bridgeport	All Products	William Winter	Tues., Thurs., Sat., 12:30-12:45 P.M.	6*	3/2/43–4/1/44	J. D. Tarcher & Co., N. Y.
McKesson & Robbins, Inc., Bridgeport	All Products	Chet Huntley	Mon.-Fri., 3:55-4:00 P.M. PWT	8*	9/20/43–3/10/44	J. D. Tarcher & Co., N. Y.
National Independent Committee for Roosevelt & Truman	Political	Ambassador J. G. Winant	Fri., 6:00-6:45 P.M.	94	11/3/44 only	Lester H. Harrison Assoc.
Noxzema Chemical Co.	Skin & Shaving Creams	Mayor of the Town	Saturday, 7:00-7:30 P.M.; 10:15-10:45 P.M. eff 7/10 thru 8/28 Monday, 9:00-9:30 P.M. eff 9/2 ret. to Sat.	75	3/11/44—	Ruthrauff & Ryan
Owens-Illinois Glass Co.	Institutional	Broadway Matinee	Mon.-Fri., 4:00-4:25 P.M.	124	5/10/43–8/4/44	J. Walter Thompson Co., N. Y.
Pabst Sales Co., Chicago	Pabst Blue Ribbon Beer	Blue Ribbon Town eff 8/5 Kenny Baker Program	Saturday, 8:00-8:30 P.M.; re: 10:15-10:45 P.M. eff 3/4 cancel repeat	113-131	3/27/43—	Warwick & Legler, Inc., N. Y.
Pacific Coast Borax Co., New York	20 Mule Team, Boraxo	Death Valley Days eff 8/10 Death Valley Sheriff	Thursday 8:30-8:55 P.M.; re. 11:30-11:55 P.M.	63	7/1/43—	McCann-Erickson, N. Y.
Pacific Greyhound Lines Inc.	Travel	Short, Short Stories eff 5/19 Stories of the West	Friday, 9:55-10:00 P.M. PWT	8*	4/21/44–10/13/44	Beaumont & Hohman, S. F.
Packard Bell Co.	All Products	The Press Club	Friday, 8:15-8:30 P.M. PWT	8*	4/7/44-12/8/44	Barton A. Stebbins, L. A.
Parker Pen Co., Janesville, Wis.	Pens, Pencils, Quink	Ned Calmer eff 9/2 Bob Trout	Sat., Sun., 8:55-9:00 P.M.	129-141	6/23/43—	J. Walter Thompson Co., Chicago
Peter Paul, Inc., Naugatuck	Candy	Truman Bradley	Mon., Wed., Fri., 5:45-5:55 P.M. PWT	7*	10/4/43—	Brisacher & Van Norden, S. F.
Pet Milk Sales Co., St. Louis	Pet Milk	Mary Lee Taylor	Saturday, 10:30-11:00 A.M.; 2:00-2:30 P.M.	83	10/28/43—	Gardner Adv. Co., St. Louis
Pet Milk Sales Co., St. Louis	Pet Milk	Saturday Night Serenade	Saturday, 9:45-10:15 P.M.	68	10/7/43—	Gardner Adv. Co., St. Louis
Philco Corp., Philadelphia	Institutional	Dateline	Friday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	125	10/15/43–1/7/44	Sayre M. Ramsdell Assoc., Philadelphia
Philip Morris & Co., Ltd., Inc.	Philip Morris Cigarettes	Crime Doctor	Sunday, 8:30-8:55 P.M.; 11:00-11:25 P.M.	123	5/2/43—	The Biow Co., Inc., N. Y.
Philip Morris & Co., Ltd., Inc.	Philip Morris	It Pays to be Ignorant	Friday, 9:00-9:30 P.M.	122	2/4/43—	The Biow Co., Inc., N. Y.
Pillsbury Mills, Inc., Minneapolis	Sno Sheen Cake Flour, Farina, Pillsbury's Best	Grand Central Station	Saturday, 1:00-1:25 P.M.	73-120	3/4/44—	McCann-Erickson, Inc., Mpls.
Planters Nut & Chocolate Co., Wilkes-Barre	Peanuts & Peanut Oil	Wm. Winter	Sunday, 5:30-5:45 P.M. PWT	11*	1/1/44–4/16/44	Erwin Wasey & Co., S. F.
Planters Nut & Chocolate Co., Wilkes-Barre	Peanuts & Peanut Oil	Harry W. Flannery	Tues., Thurs., 5:30-5:45 P.M. PWT	6*	1/19/43—	Erwin Wasey & Co.
Planters Nut & Chocolate Co., Wilkes-Barre	Peanuts & Peanut Oil	Wm. Winter	Mon., Wed., Fri., 12:30-12:45 P.M. PWT	7*	2/26/43–3/31/44	Erwin Wasey & Co.
Planters Nut & Chocolate Co., Wilkes-Barre	Peanuts & Peanut Oil	Harry W. Flannery	Saturday, 5:30-5:45 P.M. PWT	5*	6/5/43—	Erwin Wasey & Co.
Planters Nut & Chocolate Co., Wilkes-Barre	Peanuts & Peanut Oil	Adventures of Bill Lance	Sunday, 9:30-10:00 P.M. PWT eff 9/17 Sun., 9:00-9:30 P.M.	7*	4/23/44—	Erwin Wasey & Co.
Plough, Inc., Memphis	St. Joseph's Aspirin	Don't You Believe It	Saturday, 9:45-10:00 P.M. PWT	11*	10/2/43–9/23/44	Lake-Spiro-Shurman Co., Memphis
Procter & Gamble Co., Cincinnati	Duz	The Goldbergs	Mon.-Fri., 1:45-2:00 P.M.	59–70	1/3/44—	Compton Adv., Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 1:00, 1:15 P.M.	66	1/3/44—	Compton Adv., Inc., N. Y.

(Continued on Page 288)

Tonight

INTERMOUNTAIN AMERICA
WILL HEAR • • • • • • •

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Advertisers Using CBS Network During 1944

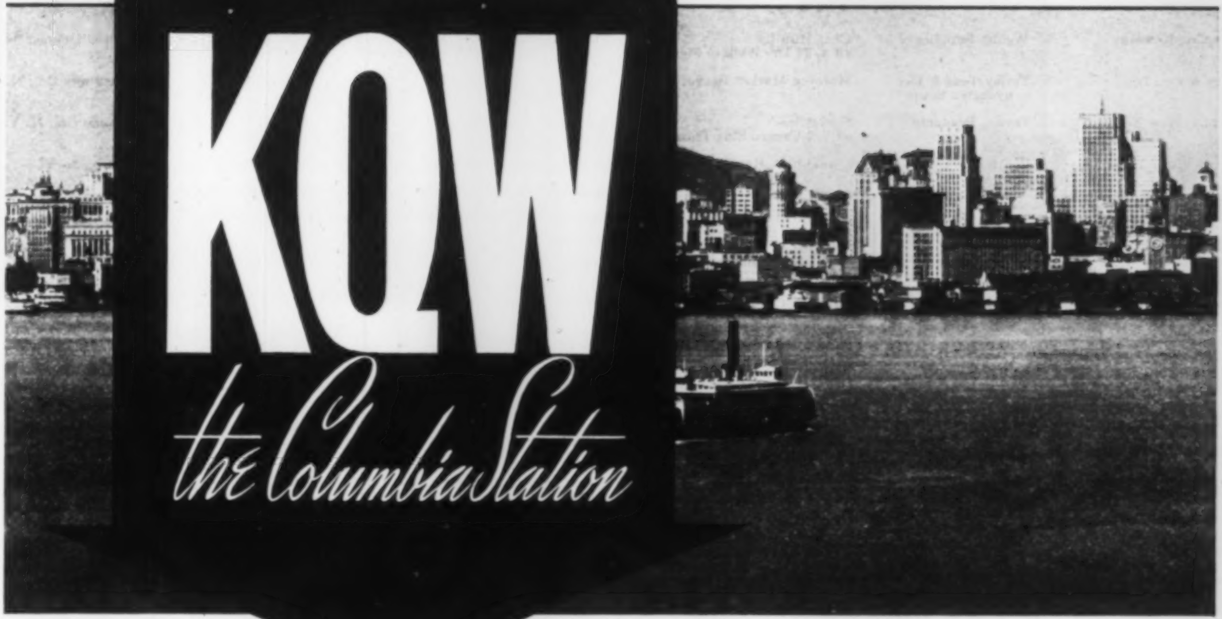
[Continued from Page 286]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 1:15-1:30 P.M.	69	1/3/44—	Dancer-Fitzgerald-Sample, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Bernardine Flynn	Mon.-Fri., 1:30-1:45 P.M.	42	1/3/44—	Compton Adv., Inc., N. Y.
Procter & Gamble Co., Cincinnati	Camay, Ivory Flakes eff 7/3 Camay	Perry Mason	Mon.-Fri., 2:45-3:00 P.M.	46	1/3/44—	Pedlar & Ryan, and Compto Adv. Agcy., eff 7/3 Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Ivory & Oxydol	I Love A Mystery	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	73	3/22/43—	Compton Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati	Lava	F. B. I. in Peace & War	Saturday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	73	11/25/44—	Biow Co., N. Y.
Prudential Insurance Co., Newark	Services	Prudential Family Hour	Sunday, 5:00-5:45 P.M.	87-124	5/30/43—	Benton & Bowles, N. Y.
Quaker Oats Co., Chicago	Food Products	That Brewster Boy	Friday, 9:30-10:00 P.M.	124	6/4/43—	Ruthrauff & Ryan, N. Y.
Quaker Oats Co., Chicago	Aunt Jemina Pancake Flour	Aunt Jemima	Saturday, 1:30-1:45 P.M.	41	11/6/43–1/22/44	Sherman K. Ellis, Chicago
Republican National Committee	Political	Thomas E. Dewey	Thursday, 10:00-10:30 P.M.	140	9/7/44 only	Duane Jones Co.
Republican National Committee	Political	Thomas E. Dewey	Friday, 9:30-10:00 P.M.	140	9/8/44 only	Duane Jones Co.
Republican National Committee	Political	Thomas E. Dewey	Monday, 10:30-11:00 P.M.	140	9/18/44 only	Duane Jones Co.
Republican National Committee	Political	Thomas E. Dewey	Saturday, 9:45-10:15 P.M.	140	10/7/44 only	Duane Jones Co.
Republican National Committee	Political	Thomas E. Dewey	Wednesday, 10:00-10:30 P.M.	140	10/25/44 only	Duane Jones Co.
Republican National Committee	Political	Zazu Pitts & others	Friday, 11:45-12:00 Noon	140	10/27/44 only	Duane Jones Co.
Republican National Committee	Political	Warren H. Atherton	Wednesday, 6:30-6:45 P.M.	19**	11/1/44 only	Duane Jones Co.
Republican National Committee	Political	Gov. Bricker	Thursday, 9:30-10:00 P.M.	140	11/2/44 only	Duane Jones Co.
Republican National Committee	Political	Gloria Swanson & others	Friday, 12:15-12:30 P.M.	141	11/3/44 only	Duane Jones Co.
Republican National Committee	Political	Thomas E. Dewey	Saturday, 10:30-11:00 P.M.	140	11/4/44 only	Duane Jones Co.
Republican National Committee	Political	Thomas E. Dewey	Monday, 11:00-11:15 P.M.	139	11/6/44 only	Duane Jones Co.
R. J. Reynolds Tobacco Co.	Camel Cigarettes	Blondie	Monday, 7:30-8:00 P.M.	132	9/27/43-6/26/44	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co.	Camel Cigarettes	Thanks to the Yanks	Saturday, 7:30-8:00 P.M.; 11:00-11:30 P.M. eff 7/3 Mon., 7:30-8:00 P.M.; 10:30-11:00 P.M.	133	1/1/44—	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co.	Camel Cigarettes	Moore & Durante Show	Friday, 10:00-10:30 P.M.	132	7/9/43—	Wm. Esty & Co.
Richfield Oil Corp., Los Angeles	Gas & Oil	Speed & Power	Thursday, 2:30-3:00 P.M. PWT	13*	10/5/44 only	Hixson, O'Donnell Adv., L. A.
Roma Wine Co., Fresno	Roma Wines	Suspense	Thursday, 8:00-8:30 P.M.; re: Mon., 12:00-12:30 A.M. eff 9/14 re. Thurs., 12:00-12:30 A.M.	81	3/4/43—	Biow Co., Inc., N. Y.
Schenley Import Corp., New York	Cresta Blanca Wines eff 6/6 Penicillin	Cresta Blanca Carnival eff 6/6 The Doctor Fights	Wednesday 10:30-11:00 P.M.	75 123	4/14/43— 8/29/44	Wm. H. Weintraub & Co. eff 6/6 Biow Co.
Schutter Candy Co., Chicago	Candy	Curt Massey	Sunday, 1:45-2:00 P.M.	42	1/10/43-1/2/44	Schwimmer & Scott, Chicago
Seal-Cote Co., Los Angeles	Seal-Cote protection for the nails	Meet the Missus	Tues., Thur., 2:45-3:00 P.M. PWT	8	11/28/44—	Buchanan & Co., L. A.
Servel, Inc., New York	Refrigerators & Air Conditioning	Fashions in Rations eff 9/30 Billie Burke Show	Saturday, 11:30-12:00 Noon	77-137	4/3/43—	BBDO., N. Y.
Signal Oil Co., Los Angeles	Gas & Oil	The Whistler	Sunday, 4:30-5:00 P.M. PWT eff 6/18 Sunday, 7:30-8:00 P.M. PWT eff 9/18 Mon., 9:00-9:30 P.M. PWT	11*	6/13/43—	Barton A. Stebbins Adv., L. A.
Socony Vacuum Oil Co., Inc., New York	All Products	Orson Welles Show	Wednesday, 9:30-10:00 P.M. PWT	11*	1/26/44–7/19/44	Compton Adv., N. Y.
Soil-Off Mfg. Co., Glendale	Cleaning Fluid	Truman Bradley	Tues., Thurs., Sat., 5:45-5:55 P.M. PWT	10*	2/1/43—	Buchanan & Co., L. A. eff 5/1 Western Adv. Agcy., L. A.
Southern California Democratic Committee	Political	Senator Downey	Saturday, 4:30-4:45 P.M. PWT	5*	10/28/44 only	Allied Adv. Agcy.
Southern California Democratic Committee	Political	Senator Downey	Saturday, 8:00-8:30 P.M. PWT	5*	11/4/44 only	Allied Adv. Agcy.
Southern California Democratic Committee	Political	Senator Downey	Sunday, 8:30-9:00 A.M. PWT	3*	11/5/44 only	Allied Adv. Agcy
Southern California Republican Committee	Political	John Bricker	Wednesday, 8:00-8:30 P.M. PWT	5*	10/18/44 only	Elwood Robinson Adv., L. A.
Southern Cotton Oil Co., New Orleans	Wesson Oil & Snowdrift	Irene Beasley	Mon.-Fri., 3:15-3:30 P.M.	44-54	3/1/43—	Kenyon & Eckhardt, N. Y.
E. R. Squibb & Sons, New York	All Products	To Your Good Health eff 2/7 Lyn Murray's Orch. & Chorus	Mon., Wed., Fri., 6:15-6:30 P.M.	130	9/27/43—	BBDO., N. Y.
Standard Brands, Inc., New York	Tenderleaf Tea, Fleischmann's Yeast	Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.; 5:00-5:15 P.M. eff 2/28 cancel repeat	142	9/27/43—	J. Walter Thompson Co., N. Y.
Standard Brands, Inc., New York	Coffee & Desserts	The Open Door eff 7/3 This Changing World	Mon.-Fri., 10:30-10:45 A.M.; 3:15-3:30 P.M. eff 2/28 re: 5:00-5:15 P.M. eff 8/7 re: 4:00-4:15 P.M.	141	1/3/44–12/29/44	Ted Bates, Inc., N. Y.
Sterling Drug, Inc., New York	Phillips M. of M. Tablets & Toothpaste	Amanda of Honeymoon Hill eff 10/23 Amanda	Mon.-Fri., 11:00-11:15 A.M.	43	8/2/43—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Dr. Lyons, Bayer eff 7/31 Dr. Lyons eff 9/11 Dr. Lyons, Bayer	Second Husband	Mon.-Fri., 11:15-11:30 A.M.	43	8/2/43—	Dancer-Fitzgerald-Sample

(Continued on Page 290)

KQW

the Columbia Station



DELIVERS the *responsive* CBS listening audience in the West's Most Concentrated Market, the

SAN FRANCISCO BAY AREA

740 ON YOUR DIAL

San Francisco Studios · Palace Hotel · EXbrook 3233

Represented Nationally by Edward Petry & Co., Inc.

PACIFIC AGRICULTURAL FOUNDATION LTD., SAN JOSE, CALIFORNIA

Advertisers Using CBS Network During 1944

[Continued from Page 288]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Sterling Drug Inc., New York	Bayer	American Melody Hour	Tues., 7:30-8:00 P.M.	121	7/20/43—	Dancer-Fitzgerald-Sample, N. Y.
Sterling Drug Inc., New York	Ironized Yeast	Big Town	Tues., 8:00-8:30 P.M. 12:00-12:30 A.M.	124	1/4/44—	Ruthrauff & Ryan, eff 3/1 Pedlar, Ryan & Lusk, eff 10/10 Pedla & Ryan
Stulz Sickles Co., Newark	Welder Supplies	Chet Huntley eff 4/27 Dr. Wallace Sterling	Thursday, 8:55-9:00 P.M. PWT	8*	3/30/44–6/22/44	Hixson-O'Donnell Adv., L. A.
Joseph Tetley & Co., Inc., New York	Tetley Teas & Dehydrated Soups	Morning Market Basket	Tues., Thurs., Sat., 9:45-10:00 A.M.	28	11/9/43–5/6/44	Duane Jones Co., N. Y.
Texas Company, New York	Texaco Products	Fred Allen eff 7/2 Texaco Star Theater	Sunday, 9:30-10:00 P.M.	125	10/3/43—	Buchanan Co., N. Y.
Thousand Club of the U. S. A.	Political	Franklin D. Roosevelt & others	Monday, 10:00-11:00 P.M.	137	11/6/44 only	Biow Co., N. Y.
Union Ice Co.	....	American Rhapsody	Sunday, 5:00-5:30 P.M. PWT	5*	10/29/44—	Geo. M. Wessells Adv.
United Air Lines Transport Corp., Chicago	Air Travel	In Time to Come	Sunday, 8:30-9:00 P.M. PWT	8*	11/7/43–4/30/44	N. W. Ayer & Son, N. Y.
U. S. Rubber Co., New York	All Products	New York Philharmonic Symphony	Sunday, 3:00-4:30 P.M.	122	5/23/43—	Campbell-Ewald Co.
U. S. Tobacco Co., New York	Model Tobacco	Gay Nineties Revue	Monday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	68	5/24/43–11/13/44	Arthur Kudner, N. Y.
Vick Chemical Co., New York	All Products	Dangerously Yours eff 10/22 Matinee Theater	Sunday, 2:00-2:30 P.M.	123	7/2/44—	Morse International, N. Y.
Vick Chemical Co., New York	All Products	Deane Dickason	Tues., Thurs., 4:00-4:15 P.M. PWT	5*	9/28/43–1/27/44	Morse International
Vick Chemical Co., New York	All Products	Dramatic Story with Frank Martin eff 5/16 Short, Short Stores	Tuesday, 9:25-9:30 P.M. PWT	10*	4/18/44–10/17/44	Morse International
Vick Chemical Co., New York	All Products	Dr. Wallace Sterling	Wed., Thurs., 8:55-9:00 P.M. PWT eff 10/24 add Tues.	10*	7/12/44—	Morse International
Washington Cooperative Egg & Poultry Assn., Seattle	Institutional	Dr. Wallace Sterling	Saturday, 7:45-8:00 A.M. PWT	11*	6/24/44–12/16/44	Pacific National Adv., Seattle
Welch Grape Juice Co., Westfield	All Products	Irene Rich	Sunday, 5:45-6:00 P.M.	68	5/30/43–5/28/44	H. W. Kastor & Sons Adv., Chicag
Western Sugar Refinery, San Francisco	Sea Island Sugar	I Was There	Sunday, 9:00-9:30 P.M. PWT eff 9/17 Sun., 3:30-4:00 P.M. PWT	8*	6/21/43–12/10/44	J. Walter Thompson Co., S. F.
J. B. Williams Co., Glastonbury	Shaving Products	Wm. L. Shirer	Sunday, 7:00-7:15 P.M. eff 6/4 Sun., 5:45-6:00 P.M.	59-142	12/5/43—	J. Walter Thompson Co., N. Y.
Wilshire Oil Co., Los Angeles	Motor Oil	That's A Good Idea	Saturday, 6:30-6:45 P.M. PWT	5*	9/2/44—	Dan B. Miner Co., L. A.
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	America in the Air	Sunday, 6:30-7:00 P.M. eff 9/16 Sat., 7:30-8:00 P.M.; 11:00-11:30 P.M.	140	10/31/43—	J. Walter Thompson Co., Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	The First Line	Thursday, 10:00-10:30 P.M.	142	12/30/43—	Arthur Meyerhoff & Co., Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	American Women	Mon.-Fri., 5:45-6:00 P.M.	121-134	8/2/43–6/16/44	Arthur Meyerhoff & Co.
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Service to the Front	Friday, 8:30-8:55 P.M.; 12:30-12:55 A.M. eff 9/12 Tues., 10:00-10:30 P.M.	139	6/23/44—	Arthur Meyerhoff & Co.
Yellow Cab Co., San Francisco	Cab Service	The Story Teller	Saturday, 7:45-8:00 P.M. PWT	5*	1/8/44—	Rhoades & Davis

KROY

Sacramento, California

Columbia's Basic Station for California's Capital

Represented Nationally By

JOSEPH HERSHEY McGILLVRA, Inc. **New York — Chicago — Los Angeles — San Francisco**

The Only CBS Basic Outlet Serving Western Pennsylvania

WJAS

PITTSBURGH

Has an amazing record of SUCCESS STORIES ON ADVERTISERS employing this vastly popular station. For instance, Kaufmann's Pittsburgh's largest department store, is now in its eleventh year of EXCLUSIVE AND CONTINUOUS broadcasting over WJAS—carrying three programs daily. In fact WJAS carries MORE department store advertising than any other Pittsburgh station, both in time and dollar volume. Local merchants as well as national spot advertisers know that the Pittsburgh market ranks among the nation's foremost—they also know that WJAS is doing a great job. For definite sales results schedule your next campaign over WJAS.

H. J. BRENNEN, ***President***
H. K. BRENNEN, ***Manager***

5,000 **Watts . . . Day and Night**
Represented by **Wm. L. Rambeau Co.**

Advertisers Using Mutual Network During 1944

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works	Acme Paints & Lin-x	The Shadow The Return of Nick Carter	Sunday, 3:30-4:00 P.M. 5:30-6:00 P.M.	33 14	10/1/44— 10/1/44—	Henri Hurst & McDonald, Chic
Allegheny Ludlum Steel Corp.	Institutional	Steel Horizons	Sunday, 9:00-9:30 P.M.	36	10/1/44	Walter & Downing, Pittsburgh
American Bird Products, Chicago	Bird Food	American Radio Warblers	Sunday, 1:15-1:30 P.M.	15	10/17/43-4/9/44 10/15/44—	Weston Barnett, Chicago
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	Gracie Fields' Victory Show eff 1/17/44—Believe It or Not with Robert Ripley	Mon.-Fri., 9:15-9:30 P.M.	164	10/18/43-4/14/44	Ruthrauff & Ryan, N. Y.
Barbasol Co., Indianapolis	Barbasol	Gabriel Heatter	Sunday, 8:45-9:00 P.M.	174	7/11/43—	Erwin Wasey & Co., N. Y.
Bayuk Cigars Inc., Philadelphia	Phillies Cigars	Sizing Up the News	Mon., Wed., Fri., 8:00-8:15 P.M.	72	11/7/41—	Ivey & Ellington, Inc., Philadelphia
Beaumont Co., St. Louis	Four Way Cold Tablets & other products	Lanny & Ginger	Mon., Wed., Fri., 11:55-12:00 Noon	197	10/2/44—	Donahue & Coe Inc., N. Y.
Boots Aircraft Nut Corp., New Canaan, Conn.	Institutional	Wide Horizons	Sunday, 4:00-4:30 P.M.	34	2/27/44-6/4/44	Cecil & Presbrey Inc., N. Y.
Compana Sales Co., Batavia, Ill.	Campana hand cream, balm, etc.	First Nighter eff 3/8/44	Sunday, 6:00-6:30 P.M. Wednesday, 9:30-10:00 P.M.	203	11/17/43-10/25/44	Wallace Ferry Hanly Co., Chicag
Carey Salt Co., Hutchinson, Kans.	Carey Salt	Boake Carter	Tues., & Thurs., 12:00-12:15 P.M.	72	1/4/44-6/29/44	McJunkin Adv. Co., Chicago
Chef Boy Ar-Dee Inc., Milton, Pa.	Spaghetti Dinner	Boake Carter	Mon., Wed., Fri., 12:00-12:15 P.M.	60	5/3/43-7/28/44	McJunkin Adv. Co., Chicago
Chesapeake & Ohio Railway Co., Cleveland	Service	Let's Face It	Sunday, 5:00-5:30 P.M.	206	11/26/44—	Kenyon & Eckhardt, Inc., N. Y.
Clark Bros. Chewing Gum Co., Pittsburgh	Clark's Teaberry Gum	Goodwill Hour with John J. Anthony—eff 9/17/44	Sunday, 10:15-11:00 P.M. 10:00-10:45 P.M.	121	12/5/43-11/26/44	Walker & Downing, Pittsburgh
Conti Products Inc., Brooklyn	Conti Shampoo & Soap	Treasure Hour of Song eff 6/22/44 Starlight Serenade eff 11/23/44 Treasure Hour of Song	Thursday, 9:30-10:00 P.M.	32	11/18/43—	Bermingham, Castleman & Pier N. Y.
Coronet Magazine, Chicago	Coronet Magazine	Coronet Little Show	Sunday, 6:45-7:00 P.M.	56	11/7/43-1/30/44	Schwimmer & Scott, Chicago
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sunday, 5:30-6:00 P.M.	40	9/26/43-4/16/44 9/24/44—	Ruthrauff & Ryan, N. Y.
Douglas Shoe Co., Brockton, Mass.	Shoes	John Stanley	Sunday, 11:45-12:00 Noon	19	6/6/43-2/27/44	Harold Cabot & Co., Boston
Dubonnet Corp., New York	Dubonnet Prod.	Your Date With Xavier Cugat eff 8/2/44 Red Cross in Action eff 9/6/44 Stop That Villain	Wednesday, 8:30-9:00 P.M. Wednesday, 12:15-12:20 P.M. Wednesday, 8:30-9:00 P.M.	59 58 64	12/1/43-11/29/44	William H. Weintraub & Co., N. Y eff 9/6/44 BBDO.
Duffy Mott Co. Inc., New York	Apple Products & Sun Sweet Prune Juice	What's Your Idea?	Mon., Wed., Fri., 11:45-11:55 A.M.	57	6/19/44—	Al Paul Lefton Co., Philadelphia
Emerson Radio & Phonograph Corp., New York	Institutional	Green Valley U. S. A. eff 8/27/44 You Can't Take It With You	Sunday, 5:00-5:30 P.M.	66	2/27/44-11/19/44	William H. Weintraub & Co., N. Y.
Employers Group Ins. Co., Boston	Insurance	Cedric Foster	Sunday, 9:30-9:45 P.M. eff. 9/17/44 10:00-10:15 P.M.	180	8/6/43—	H. B. Humphrey Co., Boston
Frank H. Lee & Co., New York	Lee Hats	Little Known Facts About Well Known People—with Dale Carnegie	Thursday, 10:15-10:30 P.M.	30	9/2/43—	Bermingham, Castleman & Pier N. Y.
Formfit Co., Chicago	Foundation Garments	Dick Brown—Singer	Sunday, 6:45-7:00 P.M.	108	7/9/44—	Buchanan & Co., Chicago
George W. Luft Co., Long Island City	Cosmetics	Tangee Varieties	Thursday, 8:30-9:00 P.M.	80	8/24/44—	Warwick & Legler, N. Y.
General Cigar Co., New York New York	White Owl Cigars	Henry Gladstone	Mon., Thurs., 10:00-10:15 P.M.	67	9/24/42—	J. Walter Thompson, N. Y.
Gillette Safety Razor Co., Boston	Safety Razors & Blades	Sports Events	Friday, 10:00—Conclu.	217	1/1/44-8/31/44; 9/8/44—18 Events	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Safety Razors & Blades	World Series	Wed. thru Mon., 2:45—Conclu.	300	10/4/44 thru 10/9/44	Maxon Inc., N. Y.
Goodyear Tire & Rubber Co., Akron	Service	Roy Rogers	Tuesday, 8:30-9:00 P.M.	71	11/21/44—	Young & Rubicam Inc., N. Y.
Gospel Broadcasting Assn.	Evangelical Talks	Old Fashioned Revival Hour eff 9/17/44 Pilgrim Hour	Sunday, 7:00-8:00 P.M.; 12:00-12:30 P.M.	206	1/3/37—	R. H. Alber Co., Los Angeles
Gospel Broadcasting Assn.	Evangelical Talks	Pilgrim Hour	Sunday, 2:00-3:00 P.M.	163	9/6/42-5/14/44	R. H. Alber Co., Los Angeles
Gotham Hosiery Co., New York	Hosiery	Strictly Personal—Pegeen Fitzgerald	Tues., Thurs., 11:55-12:00 Noon	85	10/5/43-9/28/44	Sterling Adv. Agency, N. Y.
Grove Laboratories, Inc., St. Louis	Grove's Cold Tablets & B Complex Vitamin Pills	Ray Dady eff 6/26/44 Cedric Foster	Mon.-Fri., 1:00-1:15 P.M. Mon.-Fri., 2:00-2:15 P.M.	56 52	11/1/43-10/27/44	Russell M. Seeds Co., Chicago
Hartz Mountain Prod., New York	Hartz Mountain Bird Foods	Canary Pet Shop	Sunday, 2:45-3:00 P.M.	52	10/15/44—	George H. Hartman Co., Chicago
Helbros Watch Co., New York	Watches	Pick and Pat Time eff 7/16/44 Quick As A Flash	Tuesday, 8:30-9:00 P.M. Sunday, 6:00-6:30 P.M.	29 114	1/18/44—	William H. Weintraub Co., N. Y.
Kellogg Co., Battle Creek	Kellogg's All Bran	Jack Berch and His Boys	Mon.-Fri., 1:15-1:30 P.M.	203	9/20/43-9/29/44	Kenyon & Eckhardt, N. Y.
Kellogg Co., Battle Creek	Kellogg's Pep	Superman	Mon.-Fri., 5:45-6:00 P.M. Tues., Thurs., 5:45-6:00 P.M.	200	1/4/43-9/28/44	Kenyon & Eckhardt, N. Y.
Lewis B. Howe Co., St. Louis	Tums and N. R. Tablets	Let's Be Charming eff 5/30/44 American Woman's Jury	Thursday, 1:30-2:00 P.M. Tues., Thurs., 1:45-2:00 P.M.	185	12/2/43-8/24/44	Roche, Williams & Cunningham eff 5/30/44 Roch, Williams & Cleary, N. Y.
Loyal Order of Moose, Mooseheart, Ill.	Insurance Benefits	Moose Fireside Party	Sunday, 5:00-5:30 P.M.	61	10/17/43-1/9/44	L. W. Ramsey Co., Davenport, Ia

(Continued on Page 294)

SEPTEMBER JUNE JULY MARCH JANUARY

NOVEMBER OCTOBER

FEBRUARY APRIL DECEMBER AUGUST MAY

Month after Month

SPRING FALL WINTER SUMMER

Season after Season

1940 1942 1944 1941 1943

Year after Year

WGN Carries more local and national spot business than any other major Chicago station. This is continuing evidence of WGN's ability to produce results for its advertisers.

A Clear Channel Station

WGN

CHICAGO 11
50,000 WATTS
ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

Advertisers Using Mutual Network During 1944

[Continued from Page 292]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Lumbermen's Mutual Casualty Co., Chicago	Insurance	Upton Close	Sunday, 6:30-6:45 P.M.	115	11/22/42–12/31/44	Lew Burnett Co., Chicago
Lutheran Laymen's League, St. Louis	Religious Services	Lutheran Hour	Sunday, 1:30-2:00 P.M.	223	10/25/42—	Gotham Adv. Co., N. Y.
Maryland Pharmaceutical Co., Baltimore	Rem and Rel	Words in the News eff 1/31/44 How Do You Say It?	Mon. & Wed., 11:55-12:00 Mon., Wed., Fri.,	56	10/4/43–3/31/44	The Joseph Katz Co., Baltimore
Metro Goldwyn Mayer Inc., Hollywood	Motion Pictures	Peoples Reporter eff 6/12/44 Screen Test Screen Test Preview	Mon.-Fri., 8:15-8:30 P.M. Mon.-Fri., 9:15-9:30 P.M. Mon., Wed., Fri., 11:55-12:00 Noon	56 90 60	11/15/43–12/8/44 6/5/44–7/21/44	Donahue & Co., N. Y.
Mutual Benefit Health & Accident Assn.	Insurance	Freedom of Opportunity	Friday, 8:30-9:00 P.M.	216	1/14/44—	Arthur Meyerhoff & Co., Chicago
National Small Business Men's Assn.	Public Relations	Abe Lincoln's Story	Sunday, 4:30-5:00 P.M.	56	11/28/43–5/28/44	Schwimmer & Scott, Chicago
Petri Wine Co., San Francisco	Wine	The New Adventures of Sherlock Holmes	Monday, 8:30-9:00 P.M.	78	4/30/43—	Young & Rubicam, N. Y.
Pharmaco Inc., Newark	Feen-a-mint and/or Chooz	Double or Nothing	Friday, 9:30-10:00 P.M.	210	5/8/42—	Ruthrauff & Ryan, N. Y.
Radio Bible Class (formerly called Detroit Bible Class)	Religious Talks	Radio Bible Class	Sunday, 10:00-10:30 A.M.	193	11/10/40—	Aircasters Inc., Detroit
Ralston Purina Co., St. Louis	Cereal Foods	Tom Mix and His Straight Shooters	Wed., & Fri., 5:30-5:45 P.M. eff 9/4/44 Mon.-Fri., 5:30-5:45 P.M. eff 10/2/44 Mon.-Fri., 5:45-6:00 P.M.	208	9/4/44—	Gardner Adv. Co., St. Louis
R. B. Semler Inc., New Canaan, Conn.	Kreml Hair Tonic	Gabriel Heatter News at Noon Music	Mon., Wed., Fri., 9:00-9:15 P.M. Mon.-Fri., 12:00-12:15 P.M. Tues., Thurs., 1:30-1:45 P.M.	180	8/7/40— 12/4/44— 12/5/44—	Erwin Wasey & Co., N. Y.
Reichhold Chemicals Inc.	Institutional	Detroit Symphony Orc.	Saturday, 8:30-9:00 P.M.	51	10/2/44—	Grant Advertising, N. Y.
Richfield Oil Corp., New York	Oil and Gasoline	Confidentially Yours with Arthur Hale	Tues., Thurs., Sat., 7:30-7:45 P.M.	31	1/6/42—	Hixson O'Donnell Adv., N. Y.
Serutan Co., Jersey City	Serutan and/or affiliated Products and Publications	A. L. Alexander's Mediation Bd.	Sunday, 8:00-8:45 P.M.	57	7/11/43–12/24/44	Raymond Spector Co., N. Y.
Sherwood Bros., Baltimore	Oil & Gasoline	Confidentially Yours with Arthur Hale	Tues., Thurs., Sat., 7:30-7:45 P.M.	3	10/1/44–8/31/44	Van Sant Dugdale & Co., Baltimore
Shipstead & Johnson	....	Ice Follies	Thursday, 11:30-12:00 P.M.	36	9/21/44 only	Allied Agencies, Los Angeles
Sinclair Refining Co., New York	Oil and Gasoline	Confidentially Yours with Arthur Hale Frank Singiser	Tues., Thurs., Sat., 8:00-8:15 P.M. Tues., Thurs., Sat., 8:00-8:15 P.M.	135 41	1/4/44–12/30/44 5/2/44–12/30/44	Hixson O'Donnell Adv., N. Y.
Stokely Bros. & Co., Inc., Indianapolis	Tenderoni & other Van Camp Products	Luncheon with Lopez	Mon., Wed., Fri., 1:30-1:45 P.M. eff 7/28/44 Fri., 1:30-1:45 P.M.	131	1/31/44—	Calkins & Holden, N. Y.
Swank Slips Inc.	Miss Swank Slips	Relaxation in Music eff 11/5/44 Jerry Cooper Show	Sunday, 9:45-10:00 P.M.	30	10/22/44—	Hirshon-Garfield Inc., N. Y. eff 11/5/44 William H. Weintraub & Co.
Table Products, Inc.	Nu-made Mayonnaise	Night at Hoagy's	Sunday, 11:30-12:00 P.M.	46	7/30/44—	Foote, Cone & Belding, San Francisco
Union Pacific Railroad	Institutional	Your America	Sunday, 4:00-4:30 P.M.	121	10/15/44—	The Caples Co., Chicago
Voice of Prophecy, Washington, D. C.	Religious Talks	Voice of Prophecy	Sunday, 9:30-10:00 A.M.	199	1/4/42—	G. C. Hoskin Assoc., Chicago
Waltham Watch Co., Waltham, Mass.	Waltham Time Pieces	Time for Decision	Wednesday, 10:00-10:15 P.M.	68	10/11/44—	H. B. Humphrey Co., Boston
Wesley Radio League	Religious Talks	Rev. John E. Zoller	Sunday, 11:00-11:30 A.M.	147	1/4/42—	A. C. Casters, Inc., Detroit
Wilson Sporting Goods Co., Chicago	Sporting Goods	Arch Wards Sports Preview	Friday, 10:15-10:30 P.M.	72	10/22/43–4/12/44	United States Adv., Chicago
Young People's Church of the Air	Religious Talks	Young People's Church of the Air	Sunday, 9:00-9:30 A.M.	160	10/19/41—	Ivey & Ellington Inc., Philadelphia eff 4/9/44 Erwin Wasey & Co., N. Y.
Zonite Products Corp., New York	Forhan's Toothpaste	Gabriel Heatter	Tues., Thurs., 9:00-9:15 P.M.	177	7/8/41—	Erwin Wasey Co., N. Y.

W-CAR
PONTIAC
MICHIGAN
1000 S-T-R-E-A-M-L-I-N-E-D
WATTS

1130 K.C. - - - - - - - - Daytime

That Outstanding Independent Station in Southeastern Michigan That You Hear So Much About . . . Built on Service to the Vast Numbers Who Like "News on the Hour Every Hour"—and Good Music All Day Long.

Three Million People Can Hear Us Easily—and Plenty of Them Listen . . . Hour After Hour Every Day!

CLEAR AS A CHURCH BELL

★ ★ ★

On a clear channel, with 5000 Watts power, at the lowest frequency (1070 kilocycles) of any Indianapolis station, the Voice of WIBC travels strong and clear throughout Central Indiana, Western Ohio and Eastern Illinois.

This wide coverage, plus intensive merchandising assistance, makes WIBC your best buy, in Indiana.

Represented nationally by John Blair & Company

A *Mutual* STATION WIBC

INDIANAPOLIS, IND.

Owned and Operated by *The Indianapolis News*

Advertisers Using NBC Network During 1944

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Milling Co., Seattle	Cereal Products	Albers Homemakers' Hour	Mon.-Fri., 10:30-10:45 A.M. PWT	8	Oct. '44—	Foote, Cone & Belding, S. F.
Aluminum Co. of America, Pittsburgh	Aluminum Products	Lighted Windows	Saturday, 11:30-12:00 Noon	123	Dec. '43-May '44	Fuller & Smith & Ross, N. Y.
American Bakeries Co., Atlanta	Bread, Cake & Crackers	Robert St. John	Mon., Wed., Fri., 10:15-10:30 A.M.	16	June '44—	Tucker, Wayne & Co., Atlanta
American Dairy Assoc., Chicago	Dairy Products	Voice of the Dairy Farmer	Sunday, 1:00-1:15 P.M.	38	July '43—	Campbell Mithun Co., Minneap
American Home Products Corp., New York	Anacin	Just Plain Bill	Mon.-Fri., 5:30-5:45 P.M.	52	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., New York	Hill's Cold Tablets, Benefax, Freezone, Kolynos Toothpaste & Powder	Front Page Farrell	Mon.-Fri., 5:45-6:00 P.M.	52	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y.
American Home Products Corp., New York	Old English Wax & Dexta (eff Nov. '44) Anacin	Fleetwood Lawton (eff Aug. '44) Ray Maypole (eff Oct. '44) Fleetwood Lawton	Mon., Tues., Wed., Fri., 8:15-8:30 A.M. PWT	7	Aug. '43—	J. Walter Thompson, N. Y. (eff Nov. '44) Dancer-Fitzgerald-Sample, Hollywood
American Home Products Corp.,	Old English Cleaners & Waxes	O'Kay For Release	Mon.-Fri., 5:00-5:15 P.M. PWT	7	Nov. '43-May '44	J. Walter Thompson, N. Y.
American Tobacco Co., New York	Lucky Strike	Kay Kyser's College of Musical Knowledge (eff July '44) Kay Kyser's College of Musical Knowledge, Starring Phil Harris (eff Sept. '44) Kay Kyser's College of Musical Knowledge	Wednesday, 10:00-11:00 P.M.	138	Nov. '38-Dec. '44	Foote, Cone & Belding, N. Y.
American Tobacco Co., New York	Lucky Strike	Your All Time Hit Parade	Friday, 8:30-9:00 P.M.; 11:30-12:00 Mid. (eff June '44) Sun., 7:00-7:30 P.M.	136	Nov. '43-Oct. '44	Foote, Cone & Belding, N. Y.
American Tobacco Co., New York	Lucky Strike	Jack Benny	Sunday, 7:00-7:30 P.M.	143	Oct. '44—	Ruthrauff & Ryan, N. Y.
B. T. Babbitt Inc., New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:45-12:00 Noon	55	Sept. '40—	Duane Jones Co., N. Y.
B. T. Babbitt Inc., New York	Bab-O Cleaner	Lora Lawton	Mon.-Fri., 10:00-10:15 A.M.	39	May '43—	Duane Jones Co., N. Y.
Bell Telephone System, New York	Telephone Service	The Telephone Hour	Monday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	129	Apr. '40—	N. W. Ayer & Son, N. Y.
Ben Hur Products, Inc., Los Angeles	Coffee, Spices & Extracts	Aunt Mary	Mon.-Fri., 10:30-10:45 A.M. PWT (eff Sept. '44) Mon.-Fri., 3:45-4:00 P.M. PWT	13	Feb. '44—	Barton A. Stebbins, Los Angeles (eff Sept. '44) Foote, Cone & Belding, Hollywood
Bristol-Myers Co., New York	Ipana, Sal Hepatica (eff Oct. '44) Sal Hepatica & Trushay	Time to Smile (eff June '44) The Alan Young Show (eff Sept. '44) Time to Smile	Wednesday, 9:00-9:30 P.M.	130	Oct. '42—	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Vitalis & Ingram (eff Nov. '44) Ipana & Vitalis	Mr. District Attorney	Wednesday, 9:30-10:00 P.M.	130	June '40—	Pedlar & Ryan, N. Y. (eff Aug. '44) Doherty, Clifford & Schenfield, N. Y.
Bristol-Myers Co., New York	Ipana & Minit-Rub	Duffy's Tavern	Fri., 8:30-9:00 P.M.; 11:30-12:00 Mid.	126	Sept. '44	Young & Rubicam, N. Y.
Brown Shoe Co., Inc., St. Louis	Shoes	Smilin' Ed. McConnell	Saturday, 12:30-1:00 P.M. PWT	10	Feb. '44-May '44	Leo Burnett, Chicago
Brown Shoe Co., Inc., St. Louis	Shoes	Smilin' Ed. McConnell	Sat., 10:00-10:30 A.M. (eff Nov. '44) Sat. 11:30-12:00 Noon	52	Sept. '44—	Leo Burnett, Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Red Skelton & Co. (eff June '44) Raleigh Room with Hildegarde	Tuesday, 10:30-11:00 P.M.	130	Sept. '43—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Raleighs	Beat the Band (eff Sept. '44) Carton of Cheer	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	129	Sept. '42—	Russel M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	People Are Funny	Friday, 9:30-10:00 P.M.	131	Apr. '42—	Russel M. Seeds Co., Chicago
Bunte Brothers, Chicago	Candy	World Front	Sunday, 12:00-12:30 P.M.	20	June '43—	Presba, Fellers & Presba, Chic
Campana Sales Co., Batavia, Ill.	Cosmetics & Toiletries	Grand Hotel	Saturday, 5:00-5:30 P.M.	142	Nov. '44—	Wallace-Ferry-Hanley Co., Chi
Campana Sales Co., Batavia, Ill.	Solitair Makeup	The Little Betsy Ross Girl	Sunday, 11:45-12:00 Noon	7	Nov. '44—	The Clements Co., Inc., Philadelphia
Campbell Cereal Co., Minneapolis	Malt-O-Meal	Graeme Fletcher	Mon., Wed., Fri., 7:00-7:15 A.M. PWT	8	Sept. '44—	Raymond R. Morgan Co., Hollywood
Carnation Co., Milwaukee	Carnation Milk	Carnation Contented Program	Monday, 10:00-10:30 P.M.	68	May '31—	Erwin Wasey & Co., Chicago
Centaur Company, Rahway, N. J.	Molle Shave Cream	The Molle Mystery Theatre	Tuesday, 9:00-9:30 P.M.	57	Sept. '43—	Young & Rubicam, N. Y.
Cities Service Co., New York	Gas and Oil	Cities Service Concert (eff Oct. '44) Highways in Melody	Friday, 8:00-8:30 P.M.	68	Oct. '40—	Foote, Cone & Belding, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Cream	Can You Top This	Saturday, 9:30-10:00 P.M.	128	Oct. '42—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream	Sports Newsreel of the Air	Friday, 10:30-10:45 P.M.	67	Oct. '41—	Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Million Dollar Band (eff Apr. '44) Palmolive Party	Saturday, 10:00-10:30 P.M.	128	May '43—	Ted Bates Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap & Dental Cream	Kay Kyser's College of Musical Knowledge	Wednesday, 10:00-11:00 P.M.	139	Dec. '44—	Ted Bates, Inc., N. Y.
Council on Candy as Food in the War Effort, Chicago	Candy	Washington Reports On Rationing	Sunday, 3:00-3:15 P.M.	48	Feb. '43-Feb. '44	BBDO. Inc., Chicago
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Helpmate	Mon.-Fri., 10:30-10:45 A.M.	41	Sept. '41-June '44	Grant Advertising, Chicago

(Continued on Page 302)

Nighttime listening in 1077 cities

THE FIRST OF A SERIES OF REPORTS from NBC's 1944 Nation-wide Survey of Listening Habits is just completed. It contains details as to how the people in 1077 cities . . . all the U. S. cities of 10,000 population and over . . . responded when they were asked "To which station do you listen MOST . . . at night, after 6:00 P.M."

These pages give you the highlights. For complete information, write for the NBC book—"1077 Cities . . . and How They Listen at Night."

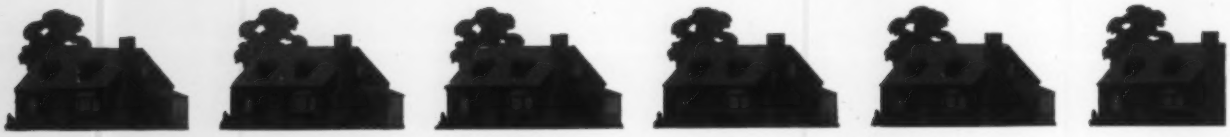
In 1077 cities

being all those in the United States having populations
of 10,000 or more—and accounting for
16,000,000 radio families, or 56% of the nation's total

NBC leads the next network

in "Listened to Most" at night

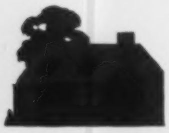
by 128%



57% of the Radio Families "Listen Most" to NBC

25% of the Radio Families "Listen Most" to Network B

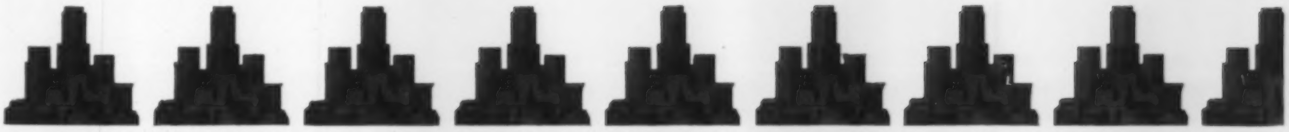
6% of the Radio Families "Listen Most" to Network C



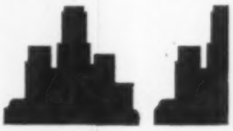
9% of the Radio Families "Listen Most" to Network D

...summing up by cities

NBC leads by nearly 6 to 1



In 860 cities NBC leads all other Networks (total radio families 14,576,813)



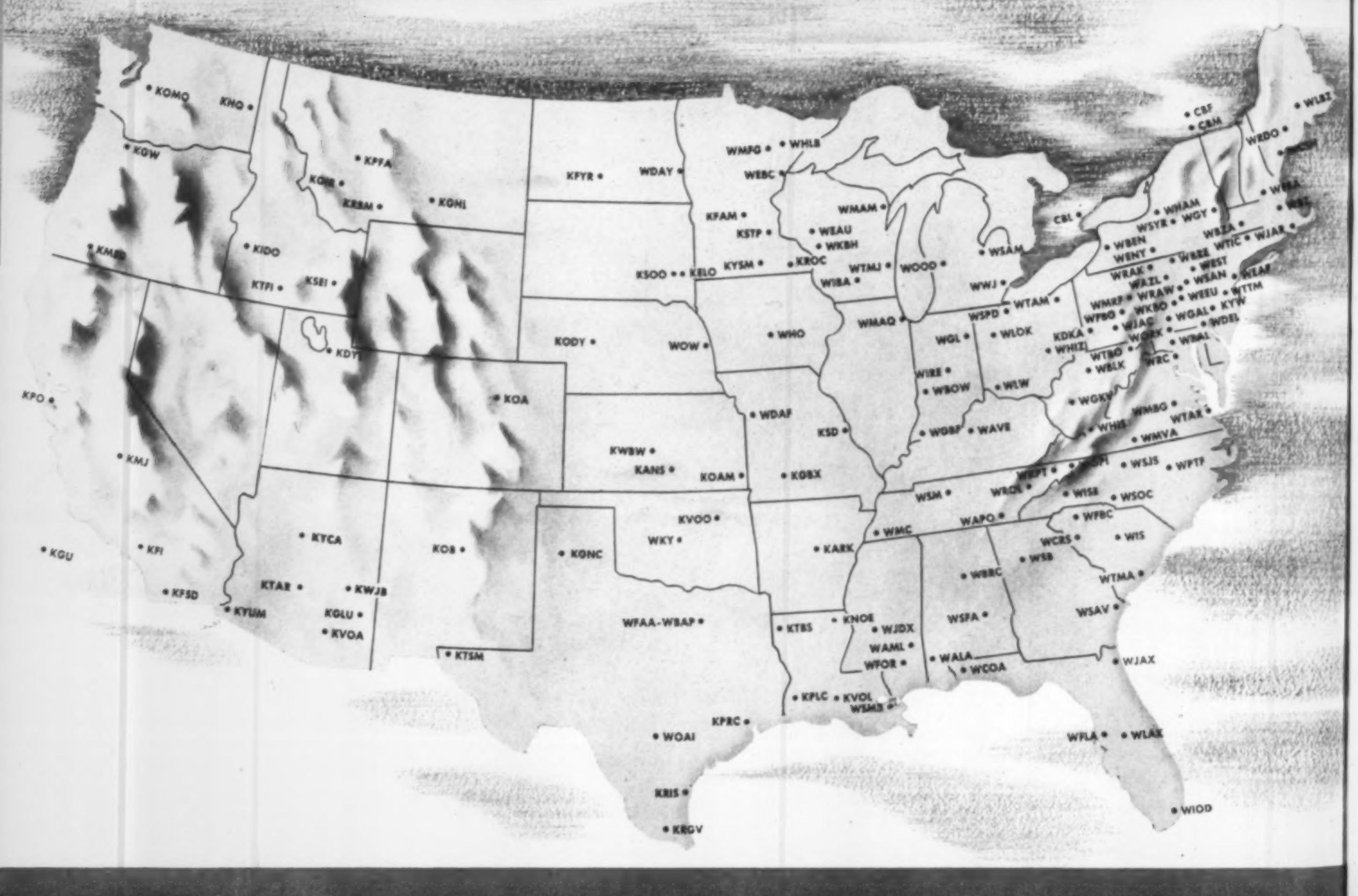
In 154 cities Network B leads all other Networks (total radio families 1,254,996)

In 32 cities Network C leads all other Networks (total radio families 149,949)

In 14 cities Network D leads all other Networks (total radio families 50,158)

This is the NBC network

the network *most* people listen to *most*


KOMO
KHQ
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KTAR
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KVOA
KOB
KTSM
KPYR
WDAY
KODY
WOW
KWBW
KANS
KOAM
KGNC
KVOO
WKY
WFAA-WBAP
WOAI
KPRC
KRIS
KRGV
WMFG
WHLB
WEBC
KFAM
KSTP
WEAU
WKBH
WMAM
KSOO
KELO
KYSM
KROC
WIBA
WTMJ
WOOD
WHO
WMAQ
WDAF
KSD
KGBX
KARK
WMC
KTBS
KNOE
WJDX
WAML
WFOR
KPLC
KVOL
WSMB
WSAM
WWJ
WSPD
WTAM
WGL
WLOK
WIRE
WBOW
WLW
WGBF
WAVE
WSM
WAPO
WBRC
WSFA
WALA
WCOA
CBL
CBF
CBM
WLBZ
WRDO
WHAM
WSYR
WGY
WBEN
WENY
WBZA
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WRAK
WBRE
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WAZL
WSAN
WMRF
WRAW
WEEU
WTTM
WFBG
WKBO
WGAL
KYW
WJAC
WORK
WDEL
KDKA
WHIZ
WTBO
WBAL
WBLK
WRC
WGKV
WMBG
WTAR
WHIS
WMVA
WRPT
WSJS
WPTF
WROL
WISE
WSOC
WFBC
WCRS
WIS
WSB
WTMA
WSAV
WJAX
WFLA
WLAK
WIOD

National Broadcasting Company

America's No. 1 Network

NBC
A Service of Radio Corporation of America

WEAF makes the rounds
for Advertisers in New York...

WEAF naturally thinks radio is advertising's most effective sales tool . . . hence it uses "on the air promotion" day in and day out . . . to sell WEAF advertisers' programs to more and more listeners in the New York market.

But WEAF is not content to wait for listeners to tune in. WEAF gets out in the field, makes the rounds among New York listeners for all WEAF advertisers . . . extra efforts that produce not only more listeners but greater goodwill and increased audience acceptance.

ON THE AIR PROMOTION . . . WEAF builds audiences by the constant use of station break announcements for sponsors and programs . . . by a fluid interchange of program personalities to add extra interest . . . by special programs for special events (over 30 programs were prepared to promote the Parade of Stars alone).

COMMUNITY ACTIVITIES . . . WEAF builds local good will and station acceptance by participation in community activities . . . supplying complete stage shows for war bond rallies . . . furnishing speakers and entertainers to luncheon clubs and other meetings . . . donating air time and personal services to civic, social and patriotic projects.

CONSUMER ADVERTISING . . . WEAF gains new listeners through the use of diverse media . . . newspaper and magazine advertising . . . subway car cards . . . suburban billboards . . . a magnificent diorama in Grand Central Terminal . . . showcase and window displays . . . all emphasizing WEAF at 660 as the spot for "the greatest shows in radio."

PROGRAM SUPPORT . . . WEAF programs get individual support . . . through direct mail pieces, attractive blotters, tent cards, and personal promotions . . . even hiring Madison Square Garden on occasion.

AND, of course, the listening area is flooded with millions of WEAF match books.

• • •

All of which gives some idea why WEAF is still New York's best-known station for listeners and advertisers alike.

WEAF **NEW YORK—NBC's Key Station**
660 on your dial—50,000 watts

REPRESENTED BY NBC SPOT SALES

NBC
A Service of Radio
Corporation of America

Advertisers Using NBC Network During 1944

[Continued from Page 296]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
E. I. DuPont de Nemours Co., Wilmington, Del.	Institutional	Cavalcade of America	Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid.	139	Apr. '42—	BBDO., N. Y.
Electric Auto Lite Co., Toledo	Institutional	Everything For the Boys (eff Feb. '44) The Ronald Colman Show (eff June '44) Everything For the Boys	Tuesday, 7:30-8:00 P.M.; 12:00-12:30 A.M.	129	Jan. '44—	Ruthrauff & Ryan, N. Y.
Electrical Research Labs. Inc. (Sentinal Radio Corp.), Evanston, Ill.	Institutional	John W. Vandercook	Saturday, 5:30-5:45 P.M.	141	Oct. '44—	Evans Associates, Chicago
Emerson Drug Co., Baltimore	Bromo-Seltzer	Ellery Queen	Saturday, 7:30-8:00 P.M. Thursday, 12:30-1:00 A.M.	22	Oct. '42—	Ruthrauff & Ryan, N. Y. (eff Nov. '44) McCann-Erickson, N. Y.
Firestone Tire & Rubber Co., Akron	Tires & Tubes	The Voice of Firestone	Monday, 8:30-9:00 P.M.	140	Dec. '28—	Sweeney & James Co., Cleveland
Fisher Flouring Mills Co., Seattle	Zoom Cereal	Louis P. Lochner	Wed., Thurs., 5:45-6:00 P.M. PWT; 3:00-3:15 P.M. PWT	21	Mar. '43–Mar. '44	Pacific National Adv., Seattle
Fisher Flouring Mills Co., Seattle	Cereal & Flour	James Abbe Pictures the News	Saturday, 10:45-11:00 A.M. PWT	20	Oct. '44—	Pacific National Advertising Agency, Seattle
F. W. Fitch Co., Des Moines	Hair Tonic & Shampoo	Fitch Bandwagon	Sunday, 7:30-8:00 P.M.	139	Sept. '38—	L. W. Ramsey Co., Davenport, Ia.
F. W. Fitch Co., Des Moines	Hair Tonic & Shampoo	News of the World	Tues., Thurs., 7:15-7:30 P.M.	77	May '43—	L. W. Ramsey Co., Davenport, Ia.
General Electric Co., Cleveland	Lamps	Hour of Charm	Sunday, 10:00-10:30 P.M.	138	Sept. '39—	BBDO., N. Y. Foster & Davies, Cleveland
General Foods Corp., New York	Grapenut Flakes & Grapenuts	Jack Benny	Sunday, 7:00-7:30 P.M.	132	Oct. '43–June '44	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenut Flakes & Wheatmeal	Those We Love	Sunday, 2:00-2:30 P.M.	125	June '43–June '44	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka Coffee	Those We Love	Sunday, 2:00-2:30 P.M.	64	Oct. '44—	Young & Rubicam, N. Y.
General Foods Corp., New York	Post Toasties (eff Sept. '44) Swansdown	Night Editor	Thursday, 8:15-8:30 P.M. PWT	7	Oct. '42–Dec. '44	Benton & Bowles, N. Y. (eff Sept. '44) Young & Rubicam, N. Y.
General Foods Corp., New York	Birdseye Frosted Foods	Dinah Shore's Open House	Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	131	July '44—	Young & Rubicam, N. Y.
General Foods Corp., New York	Post Toasties	The Thin Man	Friday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	126	June '44–Sept. '44	Benton & Bowles, N. Y.
General Foods Corp., New York	Diamond Crystal & Bakers Chocolate	When a Girl Marries	Mon.,-Fri., 5:00-5:15 P.M.	74	Sept. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Post's 40% Bran Flakes	Portia Faces Life (eff Apr. '44) We Love & Learn (eff Oct. '44) Portia Faces Life	Mon.-Fri., 5:15-5:30 P.M.	88	Apr. '41—	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee (eff June '44) Grapenut Flakes (eff Sept. '44) Maxwell House Coffee	Maxwell House Coffee Time (eff June '44) Those We Love (eff Sept. '44) Maxwell House Coffee Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	130	Sept. '43—	Benton & Bowles, N. Y. (eff June '44) Young & Rubicam, N. Y. (eff Sept. '44) Benton & Bowles, N. Y.
General Foods Corp., New York	Postum	The Aldrich Family	Thursday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	128	Aug. '43–July '44	Young & Rubicam, N. Y.
General Mills Inc., Minneapolis	Betty Crocker Soup (eff June '44) Wheaties	Guiding Light	Mon.-Fri., 2:00-2:15 P.M.	125	May '38—	Knox-Reeves Adv. Agency, Minneapolis
General Mills Inc., Minneapolis	Cheerioats (eff June '44) Bisquick	Todays' Children	Mon.-Fri., 2:15-2:30 P.M.	127	May '38—	Dancer-Fitzgerald-Sample, Chicago (eff June '44) Knox-Reeves Adv., Minneapolis
General Mills Inc., Minneapolis	Kitchen Tested Flour (eff June '44) Betty Crocker Soup	Light of the World (eff June '44) Woman in White	Mon.-Fri., 2:30-2:45 P.M.	127	May '38	Dancer-Fitzgerald-Sample, Chicago (eff June '44) Knox-Reeves Adv., Minneapolis
General Mills Inc., Minneapolis	Softasilk Cake Flour & Soup	Hymns of All Churches	Mon.-Wed., 2:45-3:00 P.M. (eff June '44) Mon.-Thurs., 2:45-3:00 P.M.	38	May '38	Dancer-Fitzgerald-Sample, Chicago
General Mills, Minneapolis	Softasilk Cake Flour	Betty Crocker	Friday, 2:45-3:00 P.M.	38	May '38—	Dancer-Fitzgerald-Sample, Chicago
General Mills, Minneapolis	Softasilk Cake Flour & Soup	Melodies of Home	Thursday, 2:45-3:00 P.M.	29	Nov. '43–June '44	Dancer-Fitzgerald-Sample, Chicago
General Motors Corp., Detroit	Institutional	General Motors Symphony of the Air presenting the NBC Symphony	Sunday, 5:00-6:00 P.M.	143	Aug. '43—	Arthur Kudner Inc., N. Y.
Gilmore Oil Co., Los Angeles	Gas & Oil	Furlough Fun	Friday, 9:00-9:30 P.M. PWT	6	Nov. '42—	Ruthrauff & Ryan, Hollywood
Goodyear Tire & Rubber Co., Akron	Institutional	Salute to Youth	Tuesday, 7:30-8:00 P.M.; 12:00-12:30 A.M.	123	Apr. '43–Jan. '44	Arthur Kudner Inc., N. Y.
Goodyear Tire & Rubber Co.,	Heels & Soles	Hook'n Ladder Follies (eff May '44) Melody Round-up	Saturday, 11:00-11:30 A.M. (eff June '44) Sat., 11:30-12:00 Noon	125	Nov. '43–Nov. '44	N. W. Ayer & Son, N. Y. (eff Aug. '44) Young & Rubicam, N. Y.
Grove Laboratories Inc., St. Louis	Groves Cold Tablets	Reveille Roundup	Mon., Wed., Fri., 7:45-8:00 A.M.; 8:45-9:00 A.M.; 10:30-10:45 A.M.	117	Oct. '41—	Russel M. Seeds Co., Chicago
Groves Laboratories Inc., St. Louis	Cold Tablets & Vitamins	O'Kay for Release	Mon.-Fri., 5:00-5:15 P.M. PWT	7	June '44—	Russel M. Seeds, Co., Chicago
H. J. Heinz Co., Pittsburgh	Food Products	Information Please (eff July '44) Vacation Serenade (eff Sept. '44) Information Please	Monday, 10:30-11:00 P.M. (eff Apr. '44) Mon., 9:30-10:00 P.M.	138	Feb. '43—	Maxon, Inc., Detroit
Holland Furnace Co., Holland, Michigan	Furnaces & Equipment	World News Roundup	Sunday, 9:00-9:15 A.M.	70	May '44–Oct. '44	Roche, Williams & Cleary, Chicago
Jaques Manufacturing Co., Chicago	K-C Baking Powder	K-C Jamboree	Saturday, 11:00-11:30 A.M.	70	Aug. '44—	Leo Burnett Co., Chicago
The Andrew Jergens Co., Cincinnati	Woodbury Face Cream & Powder, Soap	Mr. and Mrs. North	Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	128	Dec. '42—	Lennen & Mitchell, N. Y.

(Continued on Page 304)

–read the staggering facts on listening habits in America's 2nd biggest market!

INFORMATION

We asked: "What station do you listen to most?"

42% SAID WMAQ

MORE PEOPLE ANSWERED "WMAQ" THAN THE NEXT 3 STATIONS COMBINED!

In a recent nation-wide, all-county survey, people were asked:

"What radio station do you listen to most?"

In the Chicago area—America's second largest market—42% of the thousands who answered named WMAQ. This overwhelming choice of WMAQ is greater than that accorded to all other Chicago network outlets combined.

This fact is a fitting tribute to the great shows, the expert production and the fine transmission which are characteristic of NBC's key Midwest outlet.

To blanket the 2,855,700 families in the Chicago area—to cut a cash slice of this $3,500,000,000 market—astute advertisers place their local and spot campaigns on WMAQ.

WMAQ CHICAGO

The station most people listen to most

670 ON YOUR DIAL—50,000 WATTS

REPRESENTED BY NBC SPOT SALES

NBC

A Service of Radio Corporation of America

Advertisers Using NBC Network During 1944

[Continued from Page 302]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly (eff June '44) Words at War (eff Sept. '44) Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	132	Oct. '41—	Needham, Louis & Brorby, Chicago
Kraft Cheese Co., Chicago	Food Products	Kraft Music Hall	Thursday, 9:00-9:30 P.M.	138	July '40—	J. Walter Thompson, Chicago
Kraft Cheese Co., Chicago	Food Products	The Great Gildersleeve	Sunday, 6:30-7:00 P.M.; 11:00-11:30 P.M.	80	Aug. '43–June '44 Aug. '44—	Needham, Louis & Brorby, Chicago
Langendorf United Bakeries, Inc., San Francisco	Bread	A Song Is Born	Monday, 6:00-6:30 P.M. PWT	6	Mar. '44–Dec. '44	Pacific Coast Adv. Agency, San Francisco
Lever Brothers Company, Cambridge, Mass.	Lifebuoy Soap	Bob Burns, The Arkansas Traveler (eff July '44) Charlie Chan (eff Sept. '44) Bob Burns, The Arkansas Traveler	Thursday, 7:30-8:00 P.M.; 9:30-10:00 P.M.	76	Jan. '43—	Ruthrauff & Ryan, N. Y.
Lever Brothers Company,	Rinso	Amos'n Andy (eff June '44) Boston Blackie (eff Sept. '44) Amos'n Andy	Friday, 10:00-10:30 P.M.	130	Oct. '41—	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Treasure Chest (eff Jan. '44) A Date With Judy	Tuesday, 8:30-9:00 P.M.	134	June '40—	Roche, Williams & Cleary, Chicago
Liggett & Myers Tobacco Co., New York	Chesterfields	Fred Waring (eff June '44) Chesterfield Music Shop (eff Dec. '44) Chesterfield Supper Club	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	137	June '39—	Newell-Emmett Company, N. Y.
P. Lorillard Co., New York	Old Gold	Bob Crosby & Co (eff Aug. '44) Jackie Gleason, Les Tremayne Show (eff Oct. '44) Comedy Theatre	Sunday, 10:30-11:00 P.M.	129	July '43—	J. Walter Thompson Co., N. Y. (eff Oct. '44) Lennen & Mitchell, N. Y.
Los Angeles Soap Co., Los Angeles	Soaps	Art Baker—News	Mon.-Fri., 10:45-11:00 A.M. PWT	18	Oct. '42—	Raymond R. Morgan Co., Hollywood
MacMillan Petroleum Corp., Los Angeles	Gas & Oil	H. V. Kaltenborn	Mon., Wed., Fri., 4:45-5:00 P.M. PWT	6	May '43–Feb. '44	Logan & Arnold, Los Angeles
Manhattan Soap Co., New York	Sweetheart Soap	Scramby Amby	Wednesday, 9:30-10:00 P.M. PWT	6	Apr. '43–July '44	Franklin Bruck Adv. Corp., N. Y.
Mars Inc., Chicago	Candy	Dr. I. Q.	Monday, 10:30-11:00 P.M.	126	Apr. '44	Grant Advertising Inc., Chicago
George S. May Co., Chicago	Institutional	Tam-O'Shanter Golf Tournament	Sunday, 6:30-7:00 P.M.	83	Aug. 27, '44 Only	Jim Duffy Co., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World	Mon., Wed., Fri., 7:15-7:30 P.M. Tues., Thurs., 7:15-7:30 P.M.	131 31	Mar. '41—	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World	Sunday, 11:15-11:30 P.M.	88	Mar. '41–June '44	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	News of the World—Robert St. John	Mon., Fri., 10:15-10:30 A.M.	40	Jan. '44—	Wade Adv. Agency, Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer & Vitamins	National Barn Dance	Saturday, 9:00-9:30 P.M.	62	June '42—	Wade Adv. Agency, Chicago
Modern Food Process Co., Philadelphia	Vogt's Philadelphia Scrapple	The Little Betsy Ross Girl	Sunday, 11:45-12:00 Noon	7	Oct. '43–Oct. '44	The Clements Co. Inc., Philadelphia
Benjamin Moore & Co., N. Y.	Paints	Betty Moore	Saturday, 10:30-10:45 A.M.	51	Mar. '44–May '44	Direct
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker Pet Parade (eff July '44) Alex Dreier	Saturday, 10:45-11:00 A.M.; 12:00-12:15 P.M.	127	Oct. '43—	Henri, Hurst & McDonald, Chicago
Philip Morris & Co., New York	Philip Morris Cigarettes	Johnnie Presents—Ginny Simms	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid.	130	Apr. '33—	Biow Co. Inc., N. Y.
Packard Bell Co., Los Angeles	Radio & Phonocords	News Makers	Sunday, 3:45-4:00 P.M. PWT	5	Oct. '42–Apr. '44	Barton A. Stebbins, Los Angeles
Parker Watch Co., New York	Watches	These Are Our Men	Saturday, 2:00-2:30 P.M.	34	Dec. '44—	Sterling Advertising Agency, N. Y.
The Pepsodent Co., Chicago	Toothpaste & Toothbrushes	Bob Hope (eff June '44) Charlotte Greenwood (eff Sept. '44) Bob Hope	Tuesday, 10:00-10:30 P.M.	128	Sept. '38—	Foote, Cone & Belding, Chicago
Peter Paul Inc., Oakland, Cal.	Ten Crown Gum & Mounds	Graeme Fletcher	Tues., Thurs., 7:00-7:15 A.M. PWT	7	Oct. '44—	Brisacher, Van Norden & Staff, San Francisco
Planters Nut & Chocolate Co., Wilkes Barre	Peanut & Peanut Oil	Louis P. Lochner (eff Oct. '44) Elmer Peterson	Fri., Sat., 5:45-6:00 P.M. PWT; 3:00-3:15 P.M. PWT (eff Mar. '44) Wed.-Sat., 5:45-6:00 P.M. PWT Fri., Sat., 3:00-3:15 P.M. PWT (eff June '44) Wed.-Sat., 5:45-6:00 P.M. PWT	14	May '43—	Raymond R. Morgan Co., Hollywood (eff Feb. '44) Erwin Wasey, San Francisco
Prince Matchabelli Inc., New York	Perfumes & Cosmetics	Stradivari Orchestra Under Direction of Paul Lavalle	Sunday, 12:30-1:00 P.M.	49	Oct. '43—	Morse International, N. Y.
Procter & Gamble Co., Cincinnati	Camay Soap	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	81	June '42—	Pedlar & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Dreft Star Playhouse	Mon.-Fri., 10:45-11:00 A.M.	50	June '43–June '44	Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Duz	Road of Life	Mon.-Fri., 11:00-11:15 A.M.	131	June '42—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Crisco (eff July '44) Ivory Flakes, White Laundry Soap, Dash	Vic & Sade (eff Oct. '44) Rosemary	Mon.-Fri., 11:15-11:30 A.M.	84	June '42—	Compton Adv. Inc., N. Y. (eff July '44) Compton; Pedlar & Ryan; Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes (eff July '44) Crisco, Dreft	Brave Tomorrow Star Playhouse	Mon.-Fri., 11:30-11:45 A.M.	76	June '42	Compton Adv.,N. Y. Compton Adv. N. Y. Dancer-Fitzgerald-Sample, Chicago
Procter & Gamble Co., Cincinnati	Drene	Abie's Irish Rose (eff Sept. '44) The Drene Show	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid. (eff Nov. '44) Thurs., 10:30-11:00 P.M.	125 140	Jan. '42	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Teel	Gaslight Gayeties	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid.	134	Nov. '44	The Biow Co., N. Y.

(Continued on Page 306)

HISTORY

Licensed as
WSB
on
March 15th
1922

PIONEERED
in Dixie

First Newscast
First Church Service
First Farm Program
First Educational
Program
First Sports
Broadcast,

23 Years
of Public Service
which accounts for
the largest and
most loyal audience
in Georgia

The First Choice of
The Listener
the Advertiser
the
Public Servant

Future?
FM and
Television
whatever new
develops in radio
WSB
will continue to
pioneer!

LEAVES FROM WSB'S NOTEBOOK • 1922 TO 1945

Since the early days of earphones, W S B has made radio history in the South. Conservative in policy and progressive in program direction, the services of this station rank high with our commercial friends and with our large listening audience. The leaves of achievement through the years are countless . . .

THE ATLANTA JOURNAL STATION

AFFILIATED WITH NATIONAL BROADCASTING COMPANY

EDWARD PETRY and CO., INC., ***National Representatives***

THE VOICE OF THE SOUTH

WSB

750 KC

GEORGIA'S ONLY 50,000 WATT, CLEAR CHANNEL STATION

ATLANTA

Advertisers Using NBC Network During 1944

[Continued from Page 304]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Cincinnati	Ivory Soap	Right to Happiness	Mon.-Fri., 3:45-4:00 P.M.	130	June '42—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Snow	Woman of America	Mon.-Fri., 3:00-3:15 P.M.	130	June '42—	Benton & Bowles Inc., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	132	Dec. '33—	Dancer-Fitzgerald-Sample, Chi
Procter & Gamble Co., Cincinnati	Duz	Truth or Consequences	Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	134	Aug. '43—	Compton Adv. Inc., N. Y.
Pure Oil Co., Chicago	Gas & Oil	H. V. Kaltenborn	Mon.-Fri., 7:45-8:00 P.M.	37	May '42—	Leo Burnett Co., Chicago
Purina Mills, St. Louis	Purina Foods	Grand Ole 'Opry	Saturday, 7:30-8:00 P.M.; 9:00-9:30 P.M.	28	Jan. '43—	Gardner Adv. Co., St. Louis
Radio Corporation of America, New York	Institutional	Music America Loves Best	Sunday, 4:30-5:00 P.M.	122	Sept. '44—	J. Walter Thompson, N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Abbott & Costello (eff July '44) Harry Savoy (eff Oct. '44) Abbott & Costello	Thursday, 10:00-10:30 P.M.	135	Mar. '43—	William Esty & Co. Inc., N. Y
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert Tobacco	Grand Ole 'Opry	Saturday, 10:30-11:00 P.M.	133	Sept. '41—	William Esty & Co. Inc., N. Y
Richfield Oil Corp., Los Angeles	Gas & Oil	Richfield Reporter	Sun.-Fri., 9:30-9:45 P.M. PWT 10:00-10:15 P.M. PWT (eff Feb. '44) Sun.-Fri., 10:00-10:15 P.M. PWT	10 13	Apr. '31—	Hixson-O'Donnell Adv. Inc., Los Angeles
St. Louis Post Dispatch, St. Louis	Newspaper	World Series Commentaries	Wed.-Mon. (exc. Sun.) 6:15-6:30 P.M.	87	Oct. 4–Oct. 9, 1944 Only	Direct
Schuckl & Co. Inc., Sunnyvale, Calif.	Rancho Soups	Rancho News	Saturday, 10:00-10:15 P.M. PWT	6	July '43—July '44-	Erwin-Wasey & Co., San Fran
Schutter Candy Co., Chicago	Candy	Starring Curt Massey	Saturday, 5:45-6:00 P.M.; 6:30-6:45 P.M.	138	July '43—	Schwimmer & Scott, Chicago
Sealtest Inc., New York	Milk & Ice Cream	Joan Davis with Jack Haley (eff July '44) Edward Everett Horton (eff Sept. '44) Joan Davis with Jack Haley	Thursday, 9:30-10:30 P.M.	75	July '40	McKee & Albright Inc., Philadelphia
Sealy Mattress Co., Los Angeles	Mattresses	A Layman's Views of the News	Sunday, 10:00-10:15 A.M.	6	Nov. '43—	Alvin Wilder Adv., Los Angele
Seattle Brewing Co., Seattle	Sick's Beer	Sick's Star Final	Saturday, 10:00-10:15 P.M. PWT	7	July '44—	Western Agency Inc., Seattle
W. A. Sheaffer Pen Co., Fort Madison, Ia.	Pens, Pencils & Skrip	World News Parade (eff Dec. '44) World Parade	Sunday, 3:15-3:30 P.M. (eff Feb. '44) Sun., 3:00-3:30 P.M.	132	Sept. '42—	Russel M. Seeds Co. Inc., Chicago

(Continued on Page 308)

Working Hand in Hand to deliver Better Results from Idaho's Prosperous Rural Market!

NBC AFFILIATES

KTFI
TWIN FALLS · IDAHO

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REPRESENTED BY

THE WALKER COMPANY
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Here are the FACTS you should know about

STATION WMC MEMPHIS

☐ **OWNED AND OPERATED BY THE COMMERCIAL APPEAL**

☐ **5000 WATTS DAY AND NIGHT**

☐ **N B C NETWORK — THE WORLD'S FINEST!**

☐ **OUTSTANDING PRODUCER OF LOCAL AND REGIONAL SHOWS!**

☐ **THE MID-SOUTH'S FAVORITE STATION—(LATEST HOOPER REPORTS)**

☐ **COVERING A DAYTIME AREA OF MORE THAN 2,000,000 PEOPLE**

☐ **NATIONAL REPRESENTATIVES, THE BRANHAM COMPANY**

"No wonder it's the station that MOST people listen to MOST in the Mid-South!"

Advertisers Using NBC Network During 1944

[Continued from Page 306]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Skelly Oil Co., Kansas City, Mo.	Petroleum Products	Alex Dreier	Mon.-Sat., 8:00-8:15 A.M.	24	Sept. '42—	Henri, Hurst & McDonald Inc, Chicago
Southern Cotton Oil Co., San Francisco	Wesson Oil & Snowdrift	Noah Webster Says	Mon., 9:30-10:00 P.M. PWT	7	Oct. '44—	Fitzgerald Adv. Agency, Inc., New Orleans
Southern Spring Bed Co., Atlanta	Beds & Bedding	Robert St. John	Tues., Thurs., 9:45-10:00 A.M. (eff Feb. '44) Tues., Thurs., 10:15-10:30 A.M. (eff May '44) Thurs., 10:15-10:30 A.M. (eff Aug. '44) Tues, Thurs., 10:15-10:30 A M. (eff Nov. '44) Thurs., 10:15-10:30 A.M.	20	Aug. '43—	Tucker Wayne Co., Inc., Atlanta, Ga.
A. G. Spalding & Bros., New York	Sporting Goods	Here's Babe Ruth	Saturday, 10:30-10:45 A.M.	140	July '44–Oct. '44	Ferry Hanley Co., N. Y.
Sperry Flour Co., San Francisco	Drifted Snow Flour (eff July '44) Pancake & Waffles Flour	Sam Hayes (eff Oct. '44) Buddy Twiss (eff Nov. '44) Sam Hayes	Mon.-Sat., 7:45-8:00 A.M. PWT	6	Jan. '40—	Knox Reeves Adv. Inc., San Francisco
Sperry Flour Co., San Francisco	Creals & Flour (eff July '44) Pancake & Waffle Flour	Dr. Kate	Mon.-Fri., 4:00-4:15 P.M. PWT	8	May '38—	Knox Reeves Adv. Inc., San Francisco
Standard Brands Inc., New York	Chase & Sanborn Coffee & Stams	Charlie McCarthy (eff June '44) Gracie Fields (eff Sept. '44) Charlie McCarthy	Sunday, 8:00-8:30 P.M.	135	Mar. '40—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Yeast	One Man's Family	Sunday, 8:30-9:00 P.M.	131	June '40—	Kenyon & Eckhardt Inc., N. Y
Standard Oil of California, San Francisco	Petroleum Products	The Standard School Broadcast	Thursday, 10:00-10:30 A.M. PWT	18	Oct. '42—	BBDO. Inc., N. Y.
Standard Oil of California, San Francisco	Petroleum Products	The Standard Hour	Sunday, 8:30-9:30 P.M. PWT	14	Sept. '42—	BBDO Inc., N. Y.
Sterling Products, Inc., N. Y.	Haleys' M-O, Dr. Lyons Toothpowder	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	138	Sept. '36—	Dancer-Fitzgerald-Sample, N. Y
Sterling Products, Inc., N. Y.	Phillips Creams, Phillips Milk of Magnesia and Tablets	Stella Dallas	Mon.-Fri., 4:15-4:30 P.M.	138	Sept. '42—	Dancer-Fitzgerald-Sample, N. Y
Sterling Products, Inc., N. Y.	Dr. Lyons Toothpowder, Bayer Aspirin, Phillips Creams	Lorenzo Jones	Mon.-Fri., 4:30-4:45 P.M.	138	Nov. '39—	Dancer-Fitzgerald-Sample, N. Y
Sterling Products, Inc., N. Y.	Phillips Milk of Magnesia & Tablets, Haleys' M-O, Phillips Milk of Magnesia Toothpaste & Powder	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	138	Jan. '40—	Dancer-Fitzgerald-Sample, N. Y
Sterling Products, Inc., N. Y.	Bayer Aspirin	American Album of Familiar Music	Sunday, 9:30-10:00 P.M.	138	Oct. '31—	Dancer-Fitzgerald-Sample, N. Y
Sterling Products, Inc., N. Y.	Dr. Lyons Toothpowder	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	135	Nov. '32—	Dancer-Fitzgerald-Sample, N. Y
Sterling Products, Inc., N. Y.	Phillips Milk of Magnesia	Waltztime	Friday, 9:00-9:30 P.M.	138	Sept. '33—	Dancer-Fitzgerald-Sample, N. Y
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	29	Jan. '44—	Roche, Williams & Cleary, Philadelphia
Tillamook County Creamery Assoc., Tillamook, Ore.	Cheese	Bennie Walker's Tillamook Kitchen	Friday, 10:00-10:15 A.M.	6	Oct. '41—	Botsford, Constantine & Gardner, Portland, Ore.
Time Inc., New York	Publications	The March of Time	Thursday, 10:30-11:00 P.M.	51	Aug. '43–Nov. '44	Young & Rubicam Inc., N. Y.
Union Pacific Railroad, Omaha, Neb.	Institutional	Your America	Saturday, 5:00-5:30 P.M.	46	Jan. '44–Sept. '44	The Caples Company, Chicago
Vick Chemical Co., New York	Vitamin Plus Capsules	Dr. I Q	Monday, 9:30-10:00 P.M.	129	Apr. '42–Apr. '44	Grant Adv. Inc., N. Y.
Washington Cooperative Egg & Poultry Assoc., Seattle, Wash.	Eggs & Poultry	Chuck Collins	Sunday, 10:15-10:30 A.M. PWT	13	Dec. '44—	Pacific National Adv. Agency, Seattle
Wesson Oil & Snowdrift Sales Co. Inc., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10:00 P.M. PWT	6	Sept. '41–Oct. '44	Fitzgerald Adv. Agency Inc., New Orleans
West Coast Soap Co., Oakland, Cal.	Powow Cleanser	Opportunity Theatre	Saturday, 11:00-11:30 A.M. PWT	7	Aug. '44—	Brisacher Van Norden & Staff, S. F.
Westinghouse Mfg. Co., Pittsburgh	Institutional	Westinghouse Program	Sunday, 2:30-3:00 P.M.	137	Jan. '43—	Young & Rubicam Inc., N. Y. (eff Feb. '44) McCann-Erickson, N. Y.

Michigan's Most Powerful Independent Station

W-CAR

Pontiac

NBC *for Western Michigan*

WOOD
Grand Rapids

TOPS IN PROGRAMS

WOOD *has more than twice as many Grand Rapids listeners as any other station anywhere . . . and Grand Rapids is Michigan's Greatest Market outside Detroit*

PAUL H. RAYMER CO. • SALES REPRESENTATIVES

Advertisers Using Canadian Broadcasting Corp. Networks During 1944

Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
British Columbia Electric Company, Vancouver	Institutional	Now It Can Be Told	Thursday, 11:30–12:00 Mid.	3	Sept. 28, '44—	Stewart-Lovick, Ltd., Vancouve B. C.
Borden Company Ltd., Toronto	Milk, Ice Cream	Canadian Cavalcade	Thursday, 9:30–10:00 P.M.	34	Apr. 6–June 15, '44 Sept. 7–Dec. 28, '44	Young & Rubicam, Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Fighting Navy	Thursday, 9:30–10:00 P.M.	32	Jan. 6–June 15, '44 Sept. 7–Dec. 28, '44	J. Walter Thompson Co. Ltd., Toronto
British American Oil Co. Ltd., Toronto	B. A. Products	Les Gars de la Marine	Sunday, 7:30–8:00 P.M.	4	July 9–Dec. 31, '44	J. Walter Thompson Co. Ltd., Toronto
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Jeunesse Doree	Mon.–Fri., 12:00-12:15 P.M.	3	Jan. 3–Dec. 26, '44	Cockfield, Brown & Co. Ltd., Toronto
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Jack Carson	Wednesday, 12:00-12:30 P.M.	28	Nov. 15, '44—	Cockfield, Brown & Co., Toronto
Campbell Soup Co. Ltd., New Toronto	Campbell Soups	Radio Reader's Digest	Sunday, 9:00-9:30 P.M.	29	Sept. 10, '44—	Ward, Wheelock Co., Philadelph
Canadian Ironized Yeast Co. (1939) Ltd., Windsor	Ironized Yeast	Big Town	Tuesday, 8:00-8:30 P.M.	32	Jan. 4–Dec. 26, '44	Pedlar, Ryan & Lusk, New York
Canadian Ironized Yeast Co. (1939) Ltd., Windsor	Ironized Yeast	Les Secrets du Dr. Morhanges	Tuesday, 8:00-8:30 P.M.	6	Jan. 4–Dec. 26, '44	Ruthrauff & Ryan, Inc., N. Y.
Canadian Marconi Co., Montreal	Institutional	L for Lanky	Sunday, 7:30-8:00 P.M.	45	Feb. 6–May 28, '44 Sept. 17–Dec. 31, '44	Cockfield, Brown & Co. Ltd., Toronto
Canadian National Carbon Co., Toronto	Batteries	Les Alouettes Eveready	Saturday, 1:00-1:15 P.M.	10	Feb. 19–June 24, '44 Aug. 19–Dec. 30, '44	Locke, Johnson & Co., Toronto
Carnation Co. Ltd., Toronto	Carnation Milk	Le Quart d'Heure de Detente	Tues. and Thurs., 10:45-11:00 A.M.	4	Jan. 4–Dec. 28, '44	Baker Advertising Agency, Toronto
Coca Cola Co. of Canada Ltd., Toronto	Coca Cola	Victory Parade	Mon. and Fri., 8:00-8:30 P.M.	36	Jan. 3–Dec. 29, '44	D'Arcy Advertising Agency, Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Princess Soap Flakes	Happy Gang	Mon. to Fri., 1:15-1:45 P.M.	33	Jan. 3–June 30, '44 and Sept. 4–Dec. 29, '44	Spitzer & Mills, Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Cashmere Bouquet Products	Musical Mail Box	Friday, 8:30-9:00 P.M.	33	Jan. 7–June 30, '44 and Oct. 6–Dec. 29, '44	Spitzer & Mills, Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Palmolive Shave Cream Cue Dentrifice	Share the Wealth	Saturday, 8:30-9:00 P. M. and 11:30-12:00 Mid.	32	Jan. 1–June 24, '44 and Sept. 9–Dec. 30, '44	Spitzer & Mills, Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Cashmere Bouquet Products	La Mine d'Or	Tuesday, 8:30-9:00 P.M.	4	Jan. 4–June 27, '44 and Oct. 3–Dec. 26, '44	Spitzer & Mills, Ltd., Toronto
Colgate-Palmolive-Peet Co. Ltd., Toronto	Palmolive Soap Colgate-Tooth Paste Halo Shampoo	Les Joyeux Troubadours	Mon. to Fri., 11:30-12:00 Noon	5	Jan. 3–June 30, '44 and Sept. 11–Dec. 29, '44	Spitzer & Mills, Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Star Show	Wednesday, 8:30-9:30 P.M.	71	Apr. 12–May 10, '44	MacLaren Advertising Co. Toronto
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Le 'Heure de la Victoire	Thursday, 8:00-9:00 P.M.	14	Apr. 13–May 11, '44	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Loan Talks	Sun. thru Sat., 7:55-8:00 P.M.	12	Apr. 17–May 10, '44	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Loan Broadcasts	Sunday, 8:30-9:00 P.M.; 10:00-10:30 P.M.	75	Oct. 8–Nov. 5, '44	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Loan Broadcasts	Tuesday, 8:30-9:00 P.M. and 10:30-11:00 P.M.	75	Oct. 10–31, '44	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Loan Broadcasts	Wednesday, 8:30-9:30 P.M. and 10:30-11:30 P.M.	75	Oct. 18–Nov. 8, '44	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Loan Broadcasts	Friday, 9:00-9:30 P.M. and 10:30-11:00 P.M.	75	Oct. 13–Nov. 3, '44	MacLaren Advertising Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Loan Broadcasts	Sun. and Thurs., 8:00-9:00 P.M.	14	Oct. 19–Nov. 9, '44	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Loan Broadcasts	Monday, 8:30-9:00 P.M.	14	Oct. 9–Nov. 6, '44	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds and Stamps	Victory Loan Broadcasts	Friday, 9:30-10:00 P.M.	14	Oct. 13–Nov. 10, '44	Canadian Advertising Agency, Montreal
Dominion Government Dept. of Finance	Victory Bonds and Stamps	They Tell Me	Mon. to Fri., 1:45-2:00 P.M.	70	Jan.–June 23, '44	J. Walter Thompson Co. Ltd., Toronto
Dominion Government Dept. of Finance	Victory Bonds and Stamps	La Metairie Rancourt	Mon. to Fri., 11:15-11:30 A.M.	14	Jan.–Dec. '44	Canadian Advertising Agency, Montreal
Dominion Government Wartime Prices & Trade Board	Government Wartime Regulations	Soldier's Wife	Mon. to Fri., 11:30-11:45 A. M. 12:30-12:45 P.M.; 2:30-2:45 P.M.	49	Jan.–Dec. '44	MacLaren Advertising Co. Ltd., Toronto
Department of National Defence	Government Wartime Regulations	Le Pere Jovial	Mon. to Thurs., 6:00-6:15 P.M.	14	June 26–Sept. 29, '44	Vickers & Benson, Ltd., Montre
War Information Board	Government Wartime Regulations	In the Spotlight	Sunday, 7:30-8:00 P.M.	54	June 4–Aug. 27, '44	Cockfield, Brown & Co. Ltd., Toronto
War Information Board	Government Wartime Regulations	Pourquoi	Thursday, 8:00-8:30 P.M.	13	June 22–Sept. 14, '44	A. McKim, Ltd., Montreal
Delaware Lackawanna Coal Co.	Blue Coal	The Shadow	Sunday, 5:30-6:00 P.M.	10	Sept. 24, '44—	Vickers & Benson, Ltd., Toronto
Electro Auto Lite, Toronto	Batteries	Everything for the Boys	Tuesday, 7:30-8:00 P.M.	16	Jan.–Dec. '44	Ruthrauff & Ryan, Inc., N. Y.
General Foods Ltd., Toronto	Grapenuts Flakes Baker's Cocoa	Jack Benny	Sunday, 7:00-7:30 P.M.	27	Jan. 2–June 4, '44	Baker Advertising Agency, Toronto
General Foods Ltd., Toronto	Post Bran Flakes Postum	Aldrich Family	Thursday, 8:30-9:00 P.M.	28	Jan. 6–July 13, '44	Baker Advertising Agency, Toronto

Advertisers Using Canadian Broadcasting Corp. Networks During 1944

Sponsor	Product	Program	Time	No of Stations	Duratiod of Contract	Agency & City
eneral Foods Ltd., Toronto	Grape Nuts Post's Bran Flakes Postum	Aldrich Family	Friday, 8:00-8:30 P.M.	29	Sept. 1, '44—	Baker Advertising Agency, Toronto
eneral Foods Ltd., Toronto	Maxwell House Coffee	Frank Morgan	Thursday, 8:00-8:30 P.M.	26	Aug. 31, '44—	Baker Advertising Agency, Toronto
eneral Foods Ltd., Toronto	Grape Nuts Post's Bran Flakes Postum	Thin Man	Friday, 8:30-8:55 P.M.	29	Sept. 15, '44—	Baker Advertising Agency, Toronto
eneral Foods Ltd., Toronto	Grape Nuts Post's Bran Flakes Postum	Scrapbook of Stories That Are Different	Friday, 8:55-9:00 P.M.	29	Sept. 15, '44—	Baker Advertising Agency, Toronto
llette Safety Razor Co. of Canada Ltd., Montreal	Blue Blades Razors	Boxing Bouts	Friday, 10:00-10:30 P.M.	37	Jan.–Dec. '44	Maxon, Inc., N. Y.
llette Safety Razor Co. of Canada Ltd., Montreal	Blue Blades Razors	World Series	2:45 P.M. to conclusion	59	Oct. 4, 5, 6, 7, 8 and 9, '44	Maxon, Inc., N. Y.
llette Safety Razor Co. of Canada Ltd., Montreal	Blue Blades Razors	All Star Baseball	Tuesday, 9:00 P.M. to conclusion	22	July 11, '44	Maxon, Inc., N. Y.
llette Safety Razor Co. of Canada, Montreal	Blue Blades	Kentucky Derby	Saturday, 6:00-6:30 P.M.	29	May 6, '44	Maxon Inc., N. Y.
O. Grothe Ltd., Montreal	Tobacco	Melodies Masquees	Tues. and Thurs., 7:45-8:00 P.M.	10	Jan.–Mar. '44	Canadian Advertising Agency, Montreal
J. Heinz Co., Toronto	Heinz Products	Information Please	Monday, 9:30-10:00 P.M.	23	Jan.–Dec. '44	MacLaren Advertising Co. Ltd., Toronto
obbs Glass, Toronto	Glass	Fred Waring	Thursday, 7:00-7:30 P.M.	9	Oct.–Nov. '44	J. Walter Thompson Co. Ltd., Toronto
ude Grothe Ltd., Montreal	Tobacco	Program Alouette	Saturday, 7:30-8:00 P.M.	10	Jan.–Apr. '44	Canadian Advertising Agency, Montreal
ude Grothe Ltd., Montreal	Tobacco	Les Soirees Canadiennes	Mon., Wed., Fri., 7:30-7:45 P.M.	10	Oct. 2, '44—	Whitehall Broadcasting, Montreal
udson Bay Co., Winnipeg	Raw Fur Buying	Red River Barn Dance	Saturday, 11:00-11:30 P.M.	7	Oct. 28–Dec. '44	Cockfield, Brown & Co. Ltd., Winnipeg
perial Oil Ltd., Toronto	Imperial Oil Products	NHL Hockey	Saturday, 9:05–10:30 P.M.	40	Jan.–Mar. '44 Oct.–Dec. '44	MacLaren Advertising Co. Ltd., Toronto
perial Tobacco Co., Montreal	Cigarettes	Light Up and Listen	Thursday, 10:00-10:30 P.M.	25	Apr. 6–Dec. 28, '44	Whitehall Broadcasting Ltd., Montreal
ternational Silver Co., Hamilton	Silverware	Ozzie and Harriet	Sunday, 6:00-6:30 P.M.	24	Oct. 8, '44—	Young & Rubicam, Ltd., Toronto
C. Johnson & Son Ltd., Brantford	Johnson's Wax and Car-Nu	Fibber McGee and Molly	Tuesday, 9:00-9:30 P.M.	32	Jan.–June '44 Oct.–Dec. '44	Needham Louis & Brorby, Chicago
C. Johnson & Son Ltd., Brantford	Johnson's Wax and Car-Nu	Words at War	Tuesday, 9:00-9:30 P.M.	32	June 27–Sept. 19, '44	Needham, Louis & Brorby, Inc., Chicago
C. Johnson & Son Ltd., Brantford	Johnson's Wax and Car-Nu	Pierre Guerin	Mon., Wed., Fri., 10:45-11:00 A.M.	4	Jan. 3–Dec. 29, '44	Vickers & Benson, Ltd., Montreal
elly Douglas & Co., Vancouver	Nabob Coffee, Baking Powder, Spices	Harmony House	Monday, 11:30-12:00 Mid.	15	Jan.–June '44 Sept. 11—	Stewart Lovick Ltd., Vancouver
raft Cheese Co., Toronto	Kraft Cheese Salad Dressing	Kraft Music Hall	Thursday, 9:00-9:30 P.M.	29	Jan. 6–Dec. 28, '44	J. Walter Thompson Co. Ltd., Montreal
amont Corliss & Co. Ltd., Toronto	Ponds Creams	John and Judy	Tuesday, 9:00-9:30 P.M.	30	Jan. 4–June 20, '44 Sept. 19–Dec. 26, '44	J. Walter Thompson Co. Ltd., Toronto
ehn & Fink (Canada) Ltd.	Hinds Honey and Almond Cream	Blind Date	Monday, 8:30-9:00 P.M.	18	Sept. 11, '44—	Spitzer & Mills Ltd., Toronto
ever Brothers Ltd., Toronto	Rinso	Big Sister	Mon. to Fri., 12:15-12:30 P.M.	32	Jan. 3–Dec. 29, '44	Ruthrauff & Ryan, Inc., N. Y.
ever Brothers Ltd., Toronto	Rinso	Grande Soeur	Mon. to Fri., 11:00-11:15 A.M.	6	Jan. 3–Dec. 29, '44	Ruthrauff & Ryan, Inc., N. Y.
ever Brothers Ltd., Toronto	Sunlight Soap	Lucy Linton's Stories From Life	Mon. to Fri., 11:45-12:00 Noon; 12:30-12:45 P.M.	33	Jan. 3–Dec. 29, '44	Ruthrauff & Ryan, Inc., N. Y.
ever Brothers Ltd., Toronto	Sunlight Soap	Vers le Soleil avec Tante Lucie	Mon. to Fri., 1:30–1:45 P.M.	6	Jan. 3–Dec. 29, '44	Ruthrauff & Ryan, Inc., N. Y.
ever Brothers Ltd., Toronto	Lux Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	32	Jan.–July '44 Sept.–Dec. '44	J. Walter Thompson Co. Ltd., Toronto
hos. J. Lipton Ltd., Toronto	Tea and Soup	Lipton's Tea Musicale	Sunday, 6:00-6:30 P.M.	10	Jan.–Mar. '44	Vickers & Benson Ltd., Toronto
hos. J. Lipton Ltd., Toronto	Tea and Soup	Town and Country	Tuesday, 8:00-8:30 P.M.	24	Jan. 18–May 30, '44	Vickers & Benson, Ltd., Toronto
hos. J. Lipton Ltd., Toronto	Tea and Soup	Liptonaires	Mon. to Fri., 4:30-4:45 P.M.; 4:00–4:15 P.M.	30 28	Jan.–June '44 Oct. '44—	Vickers & Benson Ltd., Toronto
hos. J. Lipton Ltd., Toronto	Tea and Soup	Les Liptonaires	Mon. to Fri., 1:45-2:00 P.M.	10	Oct. '44—	Vickers & Benson Ltd., Montreal
aple Leaf Milling Co., Toronto	Red River Cereal	Jolly Miller Time	Saturday, 8:00-8:30 P.M. Wednesday, 8:00-8:30 P.M. and 11:30-12:00 P.M.	32 28	Jan.–Apr. '44 Oct. '44—	Cockfield, Brown & Co. Ltd., Toronto
aple Leaf Milling Co., Toronto	Cereal and Flour	Colette et Roland	Tues. and Thurs., 2:00-2:15 P.M.	4	Oct. 10, '44—	Cockfield, Brown & Co., Ltd. Toronto
cColl Frontenac Oil Co., Montreal	McColl-Frontenac Products	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	34	Dec. '43–Mar. '44	Ronalds Advertising, Agency, Montreal
cColl-Frontenac Oil Co., Montreal	McColl-Frontenac Products	Star Theatre	Sunday, 9:30-10:00 P.M.	25	Jan.–June '44 Sept. '44—	Ronalds Advertising, Agency, Montreal
cColl-Frontenac Oil Co., Montreal	McColl-Frontenac Products	Les Trois Mousquetaires	Sunday, 9:00-9:30 P.M.	10	May–Oct. '44	Ronalds Advertising Agency, Montreal
cColl Frontenac Oil Co., Montreal	McColl-Frontenac Products	Joe Badeloque	Sunday, 9:00-9:30 P.M.	10	Oct. '44—	Ronalds Advertising Agency, Montreal

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Advertisers Using Canadian Broadcasting Corp. Networks During 1944

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contracts	Agency & City
McGavin Bakeries, Vancouver	Bread and Cakes	Operetta Time	Friday, 11:30-12:00 Mid.	11	Sept.–Dec. '44	Cockfield, Brown & Co. Ltd., Vancouver
Mireille Inc., Montreal	Beauty Products	Mireille Program	Tues. and Fri., 1:45-2:00 P.M.	10	Jan.–Feb. '44	No Agency
Philco Corp. of Canada Ltd., Toronto	Radios	Hall of Fame	Sunday, 6:00-7:00 P.M.	28	Jan.–Dec. '44	Hutchins Advertising Co., Philadelphia
Pepsodent Co., Toronto	Toothpaste	Bob Hope	Tuesday, 10:00-10:30 P.M.	23	Jan.–June '44 Sept.–Dec. '44	Spitzer & Mills Ltd., Toronto
Procter & Gamble Co., Toronto	Ivory Snow, Crisco	Woman of America	Mon. to Fri., 3:00-3:15 P.M.	25	Jan.–Dec. '44	Benton & Bowles, Inc., N. Y.
Procter & Gamble Co., Toronto	Oxydol	Ma Perkins	Mon. to Fri., 3:15-3:30 P.M.	25	Jan.–Dec. '44	Dancer-Fitzgerald & Sample, Chicago
Procter & Gamble Co., Toronto	Camay and Chipso	Pepper Young's Family	Mon. to Fri., 3:30-3:45 P.M.	25	Jan.–Dec. '44	Pedlar & Ryan & Lusk, N. Y.
Procter & Gamble Co., Toronto	Ivory Bar and Oxydol	Road of Life	Mon. to Fri., 11:00-11:15 A.M.	25	Jan.–Dec. '44	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Ivory Bar	Right to Happiness	Mon. to Fri., 3:45-4:00 P.M.	7	July '44—	Compton Advertising Inc., N. Y.
Proctor & Gamble Co., Toronto	P & G Laundry Soap	Right to Happiness	Mon. to Fri., 3:45-4:00 P.M.	16	Jan.-Dec. '44	Benton & Bowles, Inc., N. Y.
Procter & Gamble Co., Toronto	Chipso	Vie de Famille	Mon. to Fri., 10:30-10:45 A.M.	3	Jan.–Dec. '44	Pedlar & Ryan, Inc., N. Y.
Procter & Gamble Co., Toronto	Barsalou	Quelles Nouvelles	Mon. to Fri., 12:15-12:30 P.M.	3	Jan.–Dec. '44	Compton Advertising Inc., N. Y.
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon. to Fri., 1:00-1:15 P.M.	3	Jan.–Dec. '44	Dancer-Fitzgerald & Sample, Chicago
Procter & Gamble Co., Toronto	Ivory Bar	Metropole	Mon. to Fri., 7:15-7:30 P.M.	3	Jan.–Dec. '44	Compton Advertising Inc., N. Y.
Quaker Oats Co., Toronto	Quaker Oats	Brewster Boy	Friday, 9:30-10:00 P.M.	20	Jan.–Dec. '44	Spitzer & Mills Ltd., Toronto
Radiomonde, Montreal	Radio Weekly	Le Moulin de la Chanson	Wed. and Fri., 1:45-2:00 P.M.	3	Jan.–Dec. '44	No Agency
RCA Victor Co., Montreal	Goodwill	Voice of Victor	Thursday, 8:00-8:30 P.M.; 8:30-9:00 P.M.	32 24	Jan.–Apr. '44 Sept. '44—	Spitzer & Mills Ltd., Toronto
Robin Hood Flour Mills Ltd., Toronto	Flour	Claire Wallace—They Tell Me	Mon., Wed., Fri., 1:45-2:00 P.M.	33	Oct. 4, '44—	Young & Rubicam, Ltd., Toront
Robin Hood Flour Mills Ltd., Toronto	Flour	Tommy Duchesne	Tues. and Thurs., 7:30-7:45 P.M.	8	Nov. 21, '44—	Young & Rubicam, Ltd., Montreal
Robert Simpson Co. Ltd., Toronto	Institutional	Christmas Carols	Mon. to Sat., 9:10-9:30 A.M.	10	Dec. 18–Dec. 23, '44	Locke, Johnson & Co. Ltd., Toronto
St. Lawrence Starch Co. Ltd., Port Credit	Beehive Corn Syrup	Wes McKnight	Saturday, 7:00-7:15 P.M.	43 23	Jan.–Mar. '44 Oct. '44—	McConnell, Eastman & Co. Ltd., Toronto
Standard Brands Ltd., Montreal	Chase & Sanborn Coffee, Tenderleaf Tea	Chase & Sanborn	Sunday, 8:00-8:30 P.M.	36	Jan. 2–Dec. 31, '44	J. Walter Thompson Co. Ltd., Montreal
Sterling Drug Inc., Windsor	Phillips Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	36	Jan. –Dec. '44	Dancer-Fitzgerald & Sample, N. Y.
Sterling Drug Inc., Windsor	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	35	Jan.–Dec. '44	Dancer-Fitzgerald & Sample, N. Y.
Supertest Petroleum Corp. Ltd., Toronto	Petroleum Products	Command Performance	Monday, 8:00-8:30 P.M.	14	Nov. 6, '44—	Harry E. Foster Agency, Ltd., Toronto
Swift Canadian Co. Ltd., Toronto	Meat	Breakfast Club	Mon. to Fri., 9:30-9:45 A. M. and 11:30-11:45 A.M.	38	Oct. 30, '44—	J. Walter Thompson Co. Ltd., Toronto
Swift Canadian Co. Ltd., Toronto	Meat	Courrier Confidences	Mon. Wed., Fri., 10:15-10:30 A.M.	3	Nov. 6, '44—	J. Walter Thompson Co. Ltd., Toronto
Tucketts, Ltd., Hamilton	Buckingham Cigarettes	Alan Young	Tuesday, 8:30-9:00 P.M.	44	Jan.–June '44	MacLaren Advertising Co. Ltd., Toronto
Tip Top Tailors Ltd., Toronto	Clothes	Riches to Rhythm	Monday, 8:30-9:00 P.M.	29	Feb.–May '44	McConnell, Eastman & Co. Ltd., Toronto
Tip Top Tailors Ltd., Toronto	Clothes	Music for Canadians	Sunday, 8:30-9:00 P.M.	35	Oct. 1, '44—	McConnell Eastman & Co. Ltd., Toronto
Tucketts Ltd., Hamilton	Cigarettes	Curtain Time	Wednesday, 9:30-10:00 P.M.	30	Sept. 13, '44—	MacLaren Advertising Co. Ltd., Toronto
Underwood-Elliott-Fisher Ltd., Toronto	Typewriters	Ernest Seitz	Sunday, 1:30-2:00 P.M.	11	Oct. 15, '44—	J. J. Gibbons Ltd., Toronto
Union Oil Ltd., Vancouver	Petroleum Products	Grand Old Songs	Wednesday, 11:30-12:00 Mid.	5	Mar. 1–Dec. '44	Stewart-Lovick Ltd., Vancouver
Viau Limited, Montreal	Viau Biscuits	Fantaisies Musicale	Tues. and Thurs., 7:45-8:00 P.M.	3	Nov. 14, '44—	Canadian Advertising Agency, Lt Montreal
Wm. Wrigley Jr. Co. Ltd., Toronto	Gum	Treasure Trail	Tuesday, 10:30-11:00 P.M.	10	Jan.–Dec. '44	Jack Murray Ltd., Toronto
York Knitting Mills Ltd.	Institutional	Singing Stars of Tomorrow	Sunday, 5:03-5:30 P.M.; 5:30-6:00 P.M.	29 25	Jan.–May '44 Nov. 5, '44—	Cockfield, Brown & Co. Ltd., Toronto

For Canadian radio and marketing information contact—

Adam J. Young INCORPORATED

NEW YORK CHICAGO

NOW AVAILABLE... Newly transcribed "Star Studded" programs produced in Hollywood by Radio's Finest Actors, Writers, Musicians and Directors.

Judge for Yourself!

A personal request on your stationary will bring a sample transcription at no cost to you.

DRAMA

THE THEATRE OF FAMOUS RADIO PLAYERS...
A series of ½ hour once-a-week dramatic programs with fine musical background. Each program is a complete story. UNIVERSAL listening appeal for teen agers and adult groups.

REPORTED MISSING...
A tested and proven ½ hour, once-a-week show. Full of heart-throbs and the sympathetic interest that encompasses broken lives, separated families, and the drama of "life in the raw"

ADVENTURE

PHANTOM INDIAN... produced for ¼ hour 5 times-a-week broadcasts. One of the finest of adventure shows ever created for youngsters. Develops genuine story interest plus daredevil action. Excellent musical orchestration.

SPORTS

FLANAGRAMS... A 15 minute, 3 times-a-week dramatized sports feature. Pat Flanagan, the "Dean of American Sports Commentators," recalls the "Greats of Sports" in memorable programs of intense human interest. Background music is by Milton Charles, nationally known organist.

MYSTERY

MR. FIXIT... A ½ hour, once-a-week super detective thriller. This great mystery series is written by Frederick C. Davis, one of the most prolific of modern fiction writers. MR. FIXIT is a hair raising series of plots woven around unique characterizations and amazingly actual situations.

DAYTIME STRIP

THE EDWARDS... A 15 minute, 5-times-a-week daytime strip. A tested radio program which garnered a phenomenal rating of over 20. THE EDWARDS is based upon the human and lovable characters who are continually confronted with believable and absorbing problems.

Inquire About Our Many Other Transcribed Shows!

UNIVERSAL RADIO PRODUCTIONS

8851-53 BEVERLY BOULEVARD • HOLLYWOOD 36, CALIFORNIA • TELEPHONE CRESTVIEW 1-5275

430 N MICHIGAN AVENUE • CHICAGO 11, ILLINOIS • TELEPHONE SUPERIOR 3933

fulton Lewis, jr.

*America's Most Listened-to News Reporter**

Currently heard on over 240 Mutual Stations with more than 130 sponsors. A few cities available for cooperative sponsorship. **Call, wire, write: Wm. B. Dolph, Barr Bldg., Washington, D. C.**

**and most "sellable"*

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

Directory of

Transcription, Recording, Program Producing, Script, Talent and Related Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined. For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service."

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
John Adaskin Productions	Toronto	67 Yonge St.	Elgin 9296	John Adaskin	Production, scripts, talent
Advance Television Pictures Service Inc.	New York 18	729 7th Ave.	Bryant 9-5600	Charles A. Alicoate	Production of live and film programs for television, film library
Advertisers Recording Service Inc.	New York	113 W. 57th St.	Circle 6-0141	James A. Miller	Production, recording
Nicholas T. Agneta	New York 20	9 Rockefeller Plaza	Columbus 5-2142	Nicholas T. Agneta	Production, talent
Air Features Inc.	New York 17	247 Park Ave.	Wickersham 2-2700	J. E. Sauter	Production
Alton Alexander Productions	New York 20	Radio City	Columbus 5-7035	Leo Corday	Production
Norman Alexandroff & Co.	Chicago 5	410 S. Michigan Ave.	Wabash 6762	Norman Alexandroff	Production
All-Canada Radio Facilities Ltd.	Calgary Montreal Toronto Winnipeg Vancouver Ottawa	Southam Bldg. Dominion Square Bldg. Victory Bldg. Electric Ry. Chambers 198 W. Hastings St. Parliament Bldgs.	M-7691 Lancaster 6400 Elgin 2464 96-861 Marine 9542 9-2129	H. R. Carson Burt Hall G. F. Herbert P. H. Gayner J. E. Baldwin James Allard	Transcriptions, production
All-Star Radio Productions	Hollywood 28	Taft Bldg.	Granite 4975	Myron Fox	Packaged shows, transcriptions
Charles H. Allen Agency	New York	1270 Sixth Ave.	Circle 7-4124	Charles H. Allen	Talent, script
Allied Record Mfg. Co.	Los Angeles 38	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Transcription processing, phonograph records, apparatus
American Broadcasting Co.	Seattle	University Bldg.	Elliot 7055	John Milton	Production, transcriptions
American Foundation for the Blind	New York 11	15 West 16th St.	Chelsea 3-2825	J. O. Kleber	"Talking Book" records and machines
American Institute of Food Products	New York 22	509 Madison Ave.	Plaza 3-7146	Robert A. Bories	Production
American Jewish Broadcasting Co.	New York 7	270 Broadway	Worth 2-3322	Herman Younglieb	Jewish programs
American Radio Service	New York 17	535 Fifth Ave.	Murray Hill 6-3487	Horton Hands	Scripts
American Recording Artists	Hollywood 48 New York 20	686 N. Robertson Blvd. 30 Rockefeller Plaza	Bradshaw 2-4388 Columbus 5-7031	Josef Zimanich Alfred K. Stern	Phonograph records
American Royal Productions	Oakland 3, Cal.	7928 Michigan Ave.	Higate 5433	M. Scott Weakley	Recording, production, transcriptions
F. D. Anderson	St. Louis 1	Paul Brown Bldg.	Garfield 1055	F. D. Anderson	Production
Laura Arnold	New York 17	545 Fifth Ave.	Murray Hill 2-2795	Laura Arnold	Talent
Arts Recording Studios	New York 19	29 W. 57th St.	Plaza 8-0407	M. Wankel	Recording, production, phonograph records, talent
ASCAP Radio Program Service	New York 20	30 Rockefeller Plaza	Columbus 5-7464	Robert L. Murray	Syndicated scripts
Asch Recording Studios	New York 19	117 W. 46th St.	Bryant 9-3137	Moe Asch	Transcriptions, records
Arthur H. Ashley	Newton, N. J.	....	Newton 9-11F5	Arthur H. Ashley	Foreign language programs
Associated Broadcasting Co.	Chicago 19	817 E. 92nd St.	Triangle 2244	Frank J. Kovach	Production, scripts, recording
Associated Broadcasting Co. Ltd.	Montreal Toronto	Dominion Sq. Bldg. 195 Bay St.	Belair 3325 Waverly 8056	M. Maxwell M. Raymond	Production, scripts, recording, talent
Associated Music Publishers Inc.	New York 19	25 W. 45th St.	Bryant 9-0845	Clinton M. Finney	Transcription library, production, scripts
Associated Program Service	**New York 19**	**25W. 45th St.**	**Bryant 9-1246**	**Ben Selvin**	**Transcription library**
Associated Releases	Hollywood 28 New York	P. O Box 1213 200 Fifth Ave.	Hillside 0101 Gramercy 5-5252	Arthur Solomon M. C. Solomon	Production, scripts, talent
Audio Recording Studio	Vancouver	850 W. Hastings St.	Marine 9053	Walt Shinnick	Production, recording, scripts
Audio-Scriptions Inc.	New York 19	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Transcriptions (Library of Voices), recording
Clarence J. Austin	New York	218 W. 14th St.	Chelsea 2-7128	C. J. Austin	Talent
Basch Radio Productions	New York 17 Chicago Cleveland Boston	17 E. 45th St. 223 N. La Salle St. Bulkley Bldg. Statler Bldg.	Murray Hill 2-8877 State 5096 Prospect 2922 Hubbard 5225	Charles J. Basch, Jr. F. R. Jones Alonzo Hawley Gertrude Saxe	Transcriptions, production, scripts, talent, television programs
Don Bassett Productions	Toronto	1175 Bay St.	Kingsdale 7924	Don Bassett	Production, scripts
Batchelor Enterprises Inc.	New York 20	30 Rockefeller Plaza	Circle 6-4224	Walter Batchelor	Production, talent
Baudry-Harwood Radio Producers	Montreal	1318 Sherbrooke East	Falkirk 2465	Mrs. Edouard Baudry	Recording, production, scripts
Marcel Baulu-Laboratoire de Redaction	Montreal	1434 Ste. Catherine St. W.	Lancaster 9572	Madeleine Painchaud	Productions, scripts, talent
Beck Recording Studios	Minneapolis 3	1722 Hennepin Ave.	Atlantic 8901	R. C. Brown	Sound-Slide films, production, scripts
M. S. Bentham	New York	48 W. 48th St.	Bryant 9-1227	M. S. Bentham	Production, scripts
Phil Berg-Bert Allenberg Inc.	Beverly Hills, Cal. New York	121 S. Beverly Drive 501 Madison Ave.	Crestview 6-3131 Eldorado 5-1076	Z. Wayne Griffin Bill McCaffrey	Talent, production
Stanley Bergerman & Co.	BeverlyHills, Cal.	9629 Brighton Way	Crestview 6-3196	Stanley Bergerman	Talent
Harry Bestry	New York 19	1776 Broadway	Circle 6-7094	Harry Bestry	Talent, artists representative
Beverly Radio Sales & Service	Chicago	1805 W. 95th St.	Cedarcrest 4677	Roy Young	Recording
Walter Biddick Co. (Radio Programs Division)	Los Angeles 42	1151 S. Broadway	Richmond 6184	Walter Biddick	Recording, production
G. C. Bird & Assoc.	Hollywood 28	1745 N. Gramercy Pl.	Hollywood 3981	G. C. Bird	Transcriptions

(Continued on Page 316)

NOW

TWO TOP RANKING SHOWS

ON TRANSCRIPTIONS!

A unique offering in the transcription field. Your opportunity to use outstandingly successful, nationally acclaimed, pre-tested radio shows of established reputation. Avail yourself of these record-breaking programs.

1 Johnnie Neblett
AUDIENCE PULLING
So the story goes

Authentic, human interest stories based on the little known quirks of fate that have changed the destiny of mankind, dramatically presented by that incomparable narrator, Johnnie Neblett! 260 15-minute episodes packed with triumphant, humorous, tender, exciting, behind-the-scene stories of universal appeal. Full opening, closing and middle commercial allowance.

Louise Massey

2 NATIONALLY FAMOUS, RECORD-BREAKING
Louise Massey and the Westerners

At last you can get the famous show, Louise Massey and the Westerners, on transcriptions. This quintet of instrumentalists and vocalists, all top soloists in their own right, drew 35,259 responses to a single announcement and pulled over 200,000 fan mail letters in one month! Acclaimed from coast to coast when starred on such NBC Network shows as Maxwell House Show Boat; Log Cabin Dude Ranch; Brown & Williamson's Plantation Party; and the feature of the WLS National Barn Dance which broke the station's audience-response record. Louise Massey and the Westerners' authentic interpretation of the real music of the prairies, plains and mountains is as different from the run-of-the-mine Hill-billy tunes as Grand Opera is from Minsky Burlesque. These headliners of radio, stage and screen are now available to those sponsors, stations and agencies who want to be the first to reach an established listening audience through a new medium. 156 fifteen-minute episodes already transcribed; directed by Herbie Koch, and arranged to allow complete opening and closing, plus middle, commercial announcements.

AVAILABLE FOR THE FIRST TIME ON TRANSCRIPTIONS!

Write today for complete information on these programs.

Ask us about CURTAIN CALL for live network presentation. Also, TALES OF TREASURE—THIS I BELIEVE—and others now ready to be transcribed with custom-built commercials.

NEBLETT RADIO PRODUCTIONS

Programs with Proven Power

360 NORTH MICHIGAN AVE. • CHICAGO I, ILL.

Directory of Transcription, Production and Related Services

[Continued from Page 314]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Fritz Blocki Productions	New York	420 Madison Ave.	Plaza 9-6180	Fritz Blocki	Production, scripts
Joseph Bloom	New York 18	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Production
Bost Records Co.	New York 19	29 W. 57th St.	Plaza 3-8676	Herbert H. Borchardt	Transcriptions, recording, production
Richard Bradley & Associates	Chicago 6	20 N. Wacker Dr.	Randolph 3549	Ronald R. Mills	Sound and sound film projection service
Briscoe & Goldsmith Inc.	New York	522 Fifth Ave.	Murray Hill 2-6244	Johnson Briscoe George Goldsmith	Talent
Broadcast Music Inc (BMI)	New York	580 Fifth Ave.	Pennsylvania 6-5466	Merritt E. Tompkins	Owners and distributors of music catalogue, licensed for radio
Broadcast Productions	Chicago 4	25 E. Jackson Blvd.	Wabash 0711	John Stamford	Production, talent
Broadcasters Mutual Transcription Service	St. Louis 10	818 S. Kingshighway	Franklin 2060	Charles E. Harrison	Recording, production, transcriptions
Broadcasting Program Service	New York 19	45 W. 45th St.	Bryant 9-4324	Herbert Rosen	Foreign language scripts and transcriptions
Chamberlain Brown	New York 19	145 W. 45th St.	Bryant 9-8480	Chamberlain Brown	Production, talent, scripts
Vic Brown	Chicago 1	221 N. LaSalle St.	State 3310	Vic Brown	Talent, production
Bureau of Transcribed Education	(See Jack Parker and Assoc.)				
C & F Radio Productions	1761½ N. Ivar St.	Hollywood 28	Granite 4318	George L. Fogle	Production, transcribed packaged programs
Carl Byoir & Associates	New York 16 Washington 4 Chicago 4	10 E. 40th St. Nation 1 Press Bldg. 310 S. Mich. Ave.	Ashland 4-3466 National 8028 Harrison 2022	Helene J. Jordan William Wight George Dye	Transcribed production, scripts
Campus Christians	Los Angeles 13	427 W. Fifth St.	....	Earle Williams	Transcribed, recorded church music
Capital Records Inc.	Hollywood 28	1483 Vine St.	Hempstead 3148	Glenn E. Wallichs	Phonograph records
Central California Broadcasters Inc.	Berkeley 2	601 Ashby Ave.	Ashberry 7715	Arthur Westlund	Recording, production, scripts, talent
Bruce Chapman Co.	New York 18	145 W. 41st St.	Wisconsin 7-1183	Bruce Chapman	Production
Mary D. Chase Productions	New York 18	234 W. 44th St.	Chickering 4-5141	Edward Hall	Production
Chicago Recording Studios Inc.	Chicago 4	64 E. Jackson Blvd.	Webster 7288	C. A. Nye	Recording service
Chicago Tribune-New York News Syndicate Inc.	New York 17	220 E. 42nd St.	Murray Hill 2-1234	Arthur W. Crawford	Newspaper features adaptable to broadcasting
Arthur B. Church Productions	Kansas City 6	Pickwick Hotel	Harrison 2650	George E. Halley	Transcriptions, talent
Cine-Television Studios	New York 17	100 E. 42nd St.	Murray Hill 5-2874	Fred H. Fidler	Production and syndication of television film; production of live television programs
Civic Concert Service Inc. (Subsidiary of Natl. Concerts & Artists Corp.)	New York 22	711 Fifth Ave.	Plaza 3-0820	O. O. Bottorf	Promotion of civic music associations
Clark Phonograph Record Co. Inc.	Harrison, N. J.	718 Wilheln St.	Harrison 6-4773	George H. Clark	Transcription processing, phonograph records
Leslie Clucas	Chicago 1 Hollywood 28	333 N. Michigan Ave. 6331 Hollywood Blvd.	Franklin 7100 Hollywood 5111	Leslie Clucas Leslie Clucas	Production, talent, package programs
Ted Collins Corp.	New York 23	1819 Broadway	Circle 7-0094	Ted Collins	Talent, production
Columbia Concerts Inc.	New York 19 Chicago 11	113 W. 57th St. Wrigley Bldg.	Circle 7-6900 Superior 2542	Arthur Judson Arthur Wisner	Talent
Columbia Recording Corp. (Subsidiary of CBS)	New York 19 Hollywood Chicago	799 Seventh Ave. 6624 Romaine St. 410 N. Michigan Ave.	Circle 5-7300 Granite 4134 Whitehall 6000	Robert J. Clarkson Andrew J. Schrade Girard D. Ellis	Recording, transcriptions
Russell C. Comer Advertising Co.	Kansas City 6	15 W. 10th St.	Harrison 3964	Russell C. Comer	Production of syndicated programs
Commercial Broadcasting Services Ltd.	Toronto	45 Richmond St. W.	Elgin 2625	E. A. Byworth	Transcriptions, production
The Compo Co. Ltd.	Lachine, Que.	131 18th Ave.	Dexter 0905	R. A. Chislett	Processing transcriptions and recordings
Consolidated Radio Artists Inc.	New York 20 Chicago	30 Rockefeller Plaza 333 N. Michigan Ave.	Columbus 5-3580 Franklin 8300	Charles E. Green William B. Peterson	Production, talent
Continental Radio & Television Productions	Hollywood 28	6381 Hollywood Blvd.	Hempstead 8171	Hal M. Ayres	Production, packaged shows
Hallam Cooley Agency	Hollywood 46	9111 Sunset Blvd.	Crestview 5-6161	Hallam Cooley	Talent
Frank Cooper	New York	521 Fifth Ave.	Va 6-5661	Frank Cooper	Talent
Jack L. Cooper Radio Adv. Service	Chicago 43	1335 W. 111th Pl.	Beverly 2056	Jack L. Cooper	Recording, talent
Co-operative Broadcasting Service	Chicago 4	Board of Trade Bldg.	Wabash 6243	Thomas Albert Gannon	Transcribed programs
Louis G. Cowan & Co.	Chicago 3	8 S. Michigan Ave.	Randolph 2022	Lou Cowan	Production
Crosby Agency	Los Angeles 46	9028 Sunset Blvd.	Crestview 1-1171	Larry Crosby	Talent
Cruger Radio Productions	Hollywood 28	5800 Carlton Way	Hempstead 8254	Paul Cruger	Live talent, transcribed and television programs
Patrick Michael Cunning	Hollywood 28	6530 Sunset Blvd.	Hillside 5915	Patrick M. Cunning	Radio & Television programs, transcriptions, television production
Dadswell Recorded Features	St. Petersburg 5	735 16th Ave. So.	76-393	Jack Dadswell	Production, scripts, recording
Damon Transcription Laboratory	Kansas City 6	1221 Baltimore Ave.	Victor 2585	B. J. Humphries	Recording, production, talent
Decca Records Inc.	New York 19	50 W. 57th St.	Columbus 5-2300	Edward R. Strauss	Phonograph records, transcriptions
Disco Recording Co. Inc.	St. Louis 1	Arcade Bldg.	Chestnut 5937	Bob Reichenbach	Recording, phonograph records, production, transcriptions
Alfred Dixon Speech Systems Inc.	New York 17	424 Madison Ave.	Plaza 8-1246	Alfred Dixon	Production, recording, educational programs
William B. Dolph Radio Productions	Washington	Barr Bldg.	District 2717	William B. Dolph	Live programs (Fulton Lewis Jr., Walter Compton, Ray Henle)
Dominion Broadcasting Co.	Toronto	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, scripts, recording
Don Lee Productions	Hollywood 38	5515 Melrose Ave.	Hollywood 8111	Clifford C. McDonald	Recording service

(Continued on Page 320)

NBC Thesaurus

FOR 10 YEARS

"The Treasure House of Recorded Programs"

DICK LIEBERT AT THE CONSOLE

THE GOLDMAN BAND

KNICKERBOCKER FOUR

GOLDEN GATE QUARTET

NBC Thesaurus after ten years *still* is . . . and will *continue* to be . . . "The Treasure House of Recorded Programs." Small wonder when you consider NBC's pride in perfection . . . its vast modern technical facilities . . . its skilled directors. For further evidence take a look at the outstanding artists listed here. And there are many, many more! In fact NBC's Thesaurus of Recorded Programs reads like a blue book of who's who and what's what in music.

NBC Thesaurus offers . . . in addition to radio's best and largest selection of great recorded musical shows . . . unequalled service to station program directors and sales managers. For example:

Basic Library—of more than 4000 selections . . . every type of music for effective programming . . . recorded NBC Orthacoustic.

Variety of Artists and Music in the 52 or more individual selections supplied each month . . . continuous flow of new and interesting music.

Long-term programming with THESAURUS is easy because there are *enough* selections by *every* performer to run a continuous schedule of each featured artist.

Sound effects and production aids for locally produced shows—more than 370 individual cuts.

Publicity material furnished to each subscriber . . . program portfolios, sales manual, publicity releases, photos of artists and other selling ammunition.

Most complete indexing system . . . comprehensive cross-index to make fullest use of the library . . . complete record and index cabinets supplied.

Throughout 1945, NBC Thesaurus will be adding new artists, new music, new types of programs—all designed to give THESAURUS subscribers a program service that is *exclusively* theirs—with advantages and features not obtainable from any other source. If you are considering a new library of transcribed music, be sure you have all the facts about America's No. 1 Musical Program Service—NBC THESAURUS.

SAMMY KAYE AND HIS ORCHESTRA

NORMAN CLOUTIER AND HIS ORCHESTRA

ALLEN ROTH AND HIS "SYMPHONY OF MELODY"

JOHN SEAGLE CHURCH IN THE WILDWOOD

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

BMI IS *MORE* THAN FULFILLING THE INDUSTRY'S MANDAT

Because the radio industry needed an unrestricted reservoir of copyrighted music to insure free competition in the field of performing rights, BMI was instituted.

Today more than 600,000 titles are available under BMI license. More than 30,000 records may be used. Scores of thousands of titles are included in the libraries of the electrical transcription companies.

But BMI has gone farther!

In addition to the mighty catalog of music now available through BMI, your company provides an outstanding script service, a research department, friendly counsel of field representatives, and many other services not originally contemplated.

AND YET THE COST OF MUSIC TO THE INDUSTRY TODAY — INCLUDING ALL SOURCES — IS LESS THAN BEFORE THE INAUGURATION OF BMI!

Yes, BMI is doing an infinitely greater job than was ever dreamed for it by its founders!

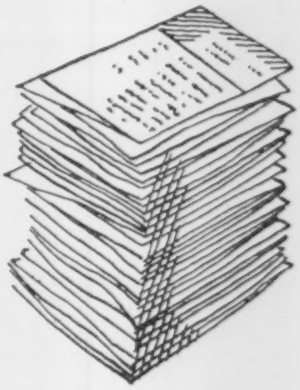
RECORDS GALORE!

In addition to the numerous albums available under your BMI license, there are more than 30,000 listed recordings which you may perform. These range from hottest swing to great classical works. BMI music on record will fill your every programming need.

MUSIC . . . AND MORE MUSIC!

According to a station's needs, it regularly receives popular, concert, hillbilly and other music for its library. Under the recently-signed agreement with the American Composers Alliance, the scores and parts of contemporary serious music may be obtained without fee. BMI is currently conducting a contest for writers of serious music. The winning works, written especially for radio, will add to the industry's store of superb music.

SCRIPTS THAT SELL!



Scripts to fill every need are produced by the BMI script department. Stations coast to coast find that sponsors snap up these shows. Whether you want a five-minute program or a 30-minute production, you'll find precisely the thing you need in the BMI script service. Enthusiastic letters from station managers attest the commercial value of these scripts.

AND THAT'S NOT ALL!

To keep station and program managers abreast of the latest tunes, to help them make the most of their BMI license, field representatives cover the country. It is our intention personally to cover every station at least once a year.

The PIN UP SHEET belongs in every music library. Monthly it shows top tunes and coming tunes. By referring to it, every station can know what tunes are "hot" and deserve heavy scheduling.

The ALMANAC is a chatty forecaster produced chiefly to assist those concerned with planning recorded programs. It's packed with tips on forthcoming tunes and suggestions for emphasizing those presently on top.

The NEWSLETTER is planned to keep station managers and program directors aware of what BMI can do for them. Music trends of particular interest to the program director and musical director are emphasized in this.

THESE, AND ALL OTHER BMI SERVICES, ARE YOURS WITHOUT ADDITIONAL COST UNDER YOUR BMI LICENSE

BMI

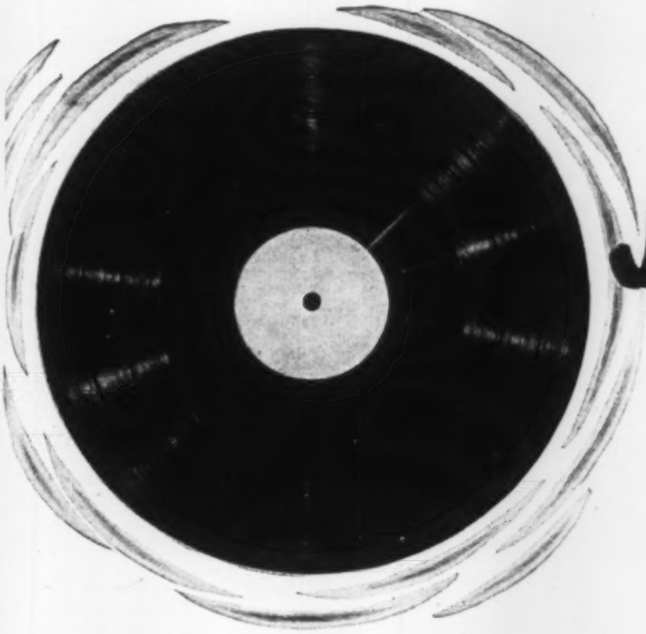
NEW YORK CHICAGO HOLLYWOOD

Directory of Transcription, Production and Related Services

[Continued from Page 316]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Walter P. Downs Ltd.	Montreal Toronto Winnipeg Vançouver	Dominion Sq. Bldg. 123 Braemer Ave. Stuart Court 3035 Granville St.	Marquette 6368 Hudson 0333 Kerrisdale 1209 Bayview 0732	Walter P. Downs E. J. Piggott B. L. McGibbon N. McLeod	Production, recording, scripts, talent
Draesemer Radio Productions	Hollywood 27	5205 Hollywood Blvd.	Hillside 1782	Isabelle Draesemer	Production, scripts
Harry S. Dube	New York 20	RKO Bldg.	Columbus 5-7035	J. Knight	Talent
Durieux Enterprises	Montreal	1396 St. Catherine St. W.	Lancaster 7445	....	Production
Eccles Disc Recordings Inc.	Hollywood 28	6233 Hollywood Blvd.	Hillside 8351	C. R. Alford	Recording, transcriptions
Charles Eckart Co.	Los Angeles, Cal.	4918 Santa Monica Blvd.	Normandy 2-3889	Charles G. Eckart	Phonograph records
Electro-Vox Recording Studios	Hollywood 38	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recording, transcriptions
W. M. Ellsworth	Chicago 1	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Production, talent
Empire Broadcasting Corp.	New York 17	480 Lexington Ave.	Plaza 8-3360	Fred De Jaager	Production, recording
Sara Enright	New York 18	234 W. 44th St.	Lackawanna 4-8553	Sara Enright	Talent
Lawrence Evans Artist Management Inc. (Division of Columbia Concerts Inc.)	New York 19	113 W. 57th St.	Circle 7-6900	Lawrence Evans	Talent
Exclusive Radio Features Co. Ltd.	Toronto	14 McCaul St.	Adelaide 5112	George W. Halnan	Production, transcriptions
F. & M. Stageshows Inc.	New York 18	1501 Broadway	Ch 4-3956	Charles Toffler	Production, talent
Fadiman Associates Ltd.	New York 18	1501 Broadway	Lackawanna 4-3544	Edwin Fadiman	Production
Famous Artists Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 1-5222	Rubey Cowan	Talent, production
Fanchon & Marco, Inc.	Los Angeles 13	323 W. Sixth St.	Michigan 7321	Marco Wolff	Production, talent
Feature Bureau	New York	152 W. 42nd St.	Wisconsin 7-9719	Marion Cahn	Women's programs
Featured Artists Service	New York 17	247 Park Ave.	Plaza 5-5044	Maurice Scopp	Talent, scripts
Federal Transcribed Programs	New York 17	101 Park Ave.	Caledonia 5-7530	A. Ralph Steinberg	Transcribed programs
Herman Fialkoff	New York 19	1776 Broadway	Circle 6-2387	Mary Joan Candilora	Talent, production
Fidelity Recording Studios	Cincinnati 2	Wurlitzer Bldg.	Main 0172	Gladys H. Seibert	Transcriptions, recording
Film Associates Co.	Dayton 9	429 Ridgewood Drive	Walnut 2164	E. R. Arn, Jr.	Production, recording, scripts, records
Carl Fischer Inc.	New York 19	119 W. 57th St.	Circle 7-2965	Fred Herbert-Oettgen	Recording, production, transcriptions
Frieda Fishbein	New York 18	11 W. 42nd St.	Longacre 5-1379	Frieda Fishbein	Scripts
Edward I. Fishman	Hollywood 28	6425 Hollywood Blvd.	Gladstone 6303	Edward I. Fishman	Recording, production
Fortune Radio Productions	New York 22	509 Madison Ave.	Eldorado 5-6397	Bernard J. Goldstein	Production
Harry E. Foster Agencies Ltd.	Toronto Vancouver, B. C.	King Edward Hotel 119 W. Pender St.	Elgin 6373 Pacific 8024	Harry E. Foster Larry Webster	Recordings, production, scripts, talent, special events, public address systems
Bernie Foyer	New York	227 W. 45th St.	Circle 6-6600	Bernie Foyer	Talent
Freddie Fralick Management	Los Angeles 46	9167 Sunset Blvd.	Crestview 5-6111	Freddie Fralick	Talent
George Frank Inc.	Hollywood 28	1626 N. Vine St.	Hillside 3188	George Frank	Talent
Frankay & Jackson Recording Studios Inc.	New York 19	48 W. 48th St.	Longacre 5-0242	Harry Jackson	Recording
Frederick Bros. Agency	New York Chicago Hollywood 46	RKO Bldg. 75 E. Wacker Dr. 8584 Sunset Blvd.	Circle 6-2144 State 0003 Crestview 1-6244	Addison Smith W. Carl Snyder Bill Peck	Production, talent, scripts
Frontenac Broadcasting Co.	Toronto 1	394 Bay St.	Elgin 4553	Garry J. Carter	Production, transcriptions, talent
Allen A. Funt Radio Productions	New York 17	52 Vanderbilt Ave.	Murray Hill 4-6148	Dorothy Funt	Production, scripts
Gale Inc.	New York 19	48 W. 48th St.	Longacre 3-0350	Moe Gale	Talent
Gamble Recording Studio	Chicago 4	228 S. Wabash Ave.	Harrison 1360	Frank Westphal	Recording
General Amusement Corp.	New York 20 Chicago 1 Hollywood 46 Cincinnati	RKO Bldg. 360 N. Michigan Ave. 9028 Sunset Blvd. Carew Tower	Circle 7-7550 State 6288 Crestview 1-8101 Main 1197	Douglas F. Storer Art Weems Ralph Wonders Art Frew	Production, talent
General Broadcasting System Inc.	Cleveland 13	Rockefeller Bldg.	Prospect 4900	Donald C. Jones	Sound Slide film recording
General Sound Corp.	New York 19 Washington 5	29 W. 57th St. 1124 Vermont Ave., N. W.	Plaza 3-3015 Republic 1984	D. Vanston Robert J. Coar	Recording, production, scripts, talent
Gennett Records	Richmond New York 18 Los Angeles 15	So. First St. 67 W. 44th St. 1344 S. Flower St.	1117 Murray Hill 2-3376 Prospect 2035	Harry Gennett Jr. Charles Michelson Phillip Johnson	Speedy-Q and Gennett sound effects, phonograph records
William Gernannt	New York 17	521 Fifth Ave.	Vanderbilt 6-1750	William Gernannt	Production, transcriptions
Mitchell Gertz Agency Inc.	Hollywood 46	8979 Sunset Blvd.	Crestview 1-5669	George Ullman	Talent
John Gibbs & Co.	New York 20	9 Rockefeller Plaza	Columbus 5-6402	John Gibbs	Production, scripts
Grace Gibson Radio Productions	Hollywood 28	1651 Cosmo St.	Granite 5543	Bertha Gibson	Transcriptions
Eve Gincher	New York 18	112 W. 42nd St.	Bryant 9-8799	Eve Gincher	Talent
Arthur M. Godfrey Productions	Washington 4	Earle Bldg.	Metropolitan 3200	Margaret Richardson	Talent, package shows
Nat C. Goldstone Agency	Hollywood 46	9121 Sunset Blvd.	Crestview 6-1071	Louis Rantz	Talent, writers
Harry S. Goodman Radio Productions	New York 22 Los Angeles	19 E. 53rd St. 207 So. Spring St.	Wickersham 2-3338 Vandike 1777	Harry S. Goodman George E. Ruthenberg	Production, syndicated transcriptions

(Continued on Page 322)



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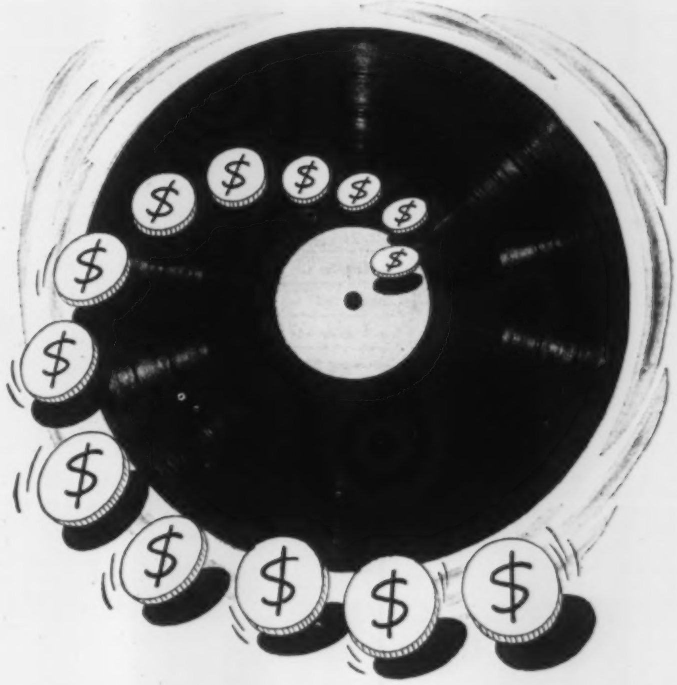

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Directory of Transcription, Production and Related Services

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NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Gordoni Radio Productions	Chicago 5	1258 S. Michigan Ave.	Webster 2161	Lilia Gordoni	Production, recording, talent, transcriptions, scripts
Harry Green	New York 19	1619 Broadway	Columbus 5-5925	Harry Green	Talent
Ben Greene Film Productions	New York 1	318 W. 51st St.	Circle 6-7550	Ben Greene	Recording, production, phonograph records
Al Grossman	New York 20	RKO Bldg.	Circle 5-8422	Al Grossman	Talent
Melchor Guzman Co. Inc.	New York 20	9 Rockefeller Plaza	Circle 7-2450	A. M. Martinez	Scripts for Latin American stations
Sylvia Hahlo	New York 22	711 Fifth Ave.	Plaza 3-0820	Sylvia Hahlo	Talent
Mitchell J. Hamilburg Agency	Hollywood 46	8780 Sunset Blvd.	Crestview 1-5108	M. J. Hamilburg	Talent, writers
Mark Hanna	New York 21	654 Madison Ave.	Regent 4-6250	Mark Hanna	Talent
Harris & Steele Inc.	New York 23	50 W. 67th St.	Endicott 2-9555	Helen Steele Harris	Production
Harvey & Howe Inc.	Chicago 11 New York	919 N. Michigan Ave. 295 Madison Ave.	Delaware 1155 Lexington 2-6910	Wm. S. Harvey Jr. D. S. Schenck	Scripts, Transcriptions, talent
Sam Hayes	Hollywood 28	NBC Radio City	Hollywood 6161	Sam Hayes	Production
Leland Hayward Inc.	New York 22 Beverly Hills	444 Madison Ave. 9200 Wilshire Blvd.	Eldorado 5-4100 Crestview 1-5151	Lawrence White Douglas Whitney	Talent, production, scripts
Hayward-Deverich Inc.	Beverly Hills New York 22	9200 Wilshire Blvd. 444 Madison Ave.	Crestview 1-5151 Eldorado 5-4100	Joe Donohue Larry White	Production, scripts, talent
George Heid Productions	Pittsburgh 22	Century Bldg.	Grant 3696	George Heid	Production, scripts, recording
Walter Herzbrun Agency	Los Angeles 46	9000 Sunset Blvd.	Crestview 6-4157	Walter Herzbrun	Talent, writers
Hilts-Fitch Radio Productions	Buffalo 13	96 Bidwell Parkway	Grant 0228	Darcy Hilts Herbert Fitch	Production
Hispano Broadcasting Co.	Los Angeles 12	105 E. First St.	Michigan 4433	Antonio Sein	Spanish programs
William F. Holland Agency	Cincinnati 2	Hotel Sinton	Main 3450	William F. Holland	Program production, transcriptions, talent
Hollywood Associate Producers	Los Angeles 14	815 S. Hill St.	Vandike 4084	Chet Peterson	Production, scripts, transcriptions
Hollywood Transcript Co.	Hollywood 28	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Recording service
Institute of Oral and Visual Education	New York 17	101 Park Ave.	Caledonia 5-7530	Howard M. LeSourd	Recording, production
Inter-California Broadcasting System	Los Angeles 12	247 S. Broadway	Mutual 2759	Gustavo Faist Moran	Spanish programs
International Artists Inc.	Hollywood 28	1512 Gordon St.	Hollywood 7391	H. Dixon McCoy	Recording service
International Commercial Broadcasting Co.	Chicago	3212 W. Roosevelt Rd.	Van Buren 6680	Max Sosewitz	Jewish programs & talent
Lou Irwin Inc.	Hollywood 46	9134 Sunset Blvd.	Crestview 1-8131	Lou Irwin	Talent, production
Fred Jacky	Chicago 11	520 N. Michigan Ave.	Delaware 3262	Christine Blackie	Production, recording, package shows
Harry Jacobs Productions	New York 22	14 E. 52nd St.	Plaza 3-2024	Harry Jacobs	Transcriptions
Sam Jaffe Agency	Hollywood 46	8553 Sunset Blvd.	Crestview 6-6121	Jennings Lang	Talent
J. M. Rush Jermon	New York 14	155 E. 44th St.	Murray Hill 2-6236	Rush Jermon	Talent
Kane-Armstrong Agency	Hollywood 46	8584 Sunset Blvd.	Crestview 6-2396	Sam Armstrong	Talent, writers
Kasper-Gordon Inc.	Boston 16	140 Boylston St.	Devonshire 7357	Edwin H. Kasper Aaron S. Bloom	Production, syndicated transcriptions, recording
Kated Co.	(See Ted Collins listing)				
John Keating	Portland 5 Seattle 1	Studio Bldg. Douglas Bldg.	Beacon 4107 Elliott 3300	James McLoughlin R. G. Chastain	Production, recording, scripts, talent
David Wayne Kennedy	Los Angeles 44	9817 S. Denker Ave.	Pleasant 1-2240	David W. Kennedy	Recording, production
Kent-Johnson Inc.	New York 19	34 W. 53rd St.	Plaza 3-7246	Austen Croom-Johnson	Production, transcriptions
Kermit-Raymond Corp.	New York 22 Cleveland Chicago Rochester, N. Y. Beverly Hills, Cal.	14 E. 52nd St. Bulkley Bldg. 228 N. La Salle St. 6 George St. 9671 Burton Way	El Dorado 5-5511 Prospect 2922 State 5096 Stone 6360 Bradshaw 2-3211	Raymond R. Green Alonzo Hawley F. R. Jones John E. Allen S. Lambert	Production, scripts, transcriptions
Sam Kerner Inc.	Hollywood 46	8272 Sunset Blvd.	Hempstead 1813	Sam Kerner	Production, talent
Bob Kerr	New York 20	RKO Bldg.	Columbus 5-8051	Bob Kerr	Production, talent
Key Recordings	New York 17	103 Park Ave.	Murray Hill 5-9434	Andrew Portnow	Phonograph records
King Features Syndicate	New York 17	235 E. 45th St.	Murray Hill 2-5600	Chester L. Weil	Newspaper features adaptable to broadcasting
Al Kingston & Co. Inc.	Los Angeles 46	8582 Sunset Blvd.	Crestview 1-8161	Al Kingston	Talent
Laboratoire de Redaction	Montreal	1434 St. Catherine St. W.	Lancaster 9572	Marcel Baulu	Scripts
Landau Broadcasting Service	New York 7	270 Broadway	Rector 2-5341	Herman Younglieb	Foreign language programs
Lang-Worth Feature Programs Inc.	New York 19	113 W. 57th St.	Circle 6-7410	C. O. Langlois	Transcription library
Latin American Adv. & Broadcasting Co.	Los Angeles 13	355 S. Broadway	Mutual 8620	Edgar Gordon	Foreign language programs
M. C. Levee	Hollywood 46	1300 N. Crescent Heights Blvd.	Gladstone 3115	M. C. Levee	Talent
W. Biggie Levin	Chicago 11	612 N. Michigan Ave.	Superior 0506	W. Biggie Levin	Talent, production, scripts

(Continued on Page 324)

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NEW YORK HOLLYWOOD

Directory of Transcription, Production and Related Services

[Continued from Page 322]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Leonard L. Levinson	Hollywood 28	Equitable Bldg.	Hempstead 1890	Leonard L. Levinson	Production, scripts
Jack Lewis Theatrical Enterprises	New York	1564 Broadway	Longacre 5-8176	Simone Samuels	Production, talent, scripts
Lichtig & Englander Agency	Hollywood 46	8776 Sunset Blvd.	Crestview 1-2141	H. H. Lichtig	Talent, writers
Phillips H. Lord Inc.	New York 22	501 Madison Ave.	Wickersham 2-2211	Dorothy E. Levy	Production, package shows
Estelle Lutz Artists Bureau	Chicago 5	410 S. Michigan Ave.	Harrison 3435	Estelle Lutz	Production, talent, scripts
A. & S. Lyons Inc.	Beverly Hills New York 22	356 N. Camden Dr. 515 Madison Ave.	Crestview 1-6131 Plaza 3-5181	A. M. Botsford	Production, talent
C. P. MacGregor	Los Angeles 5	729 S. Western Ave.	Fitzroy 4191	C. P. MacGregor	Transcription library, recording
McDonald Recording & Engineering Service	Los Angeles 36	415 N. Harper Ave.	Wyoming 0302	Clifford C. McDonald	Transcriptions, recording
R. U. McIntosh & Associates Inc.	No. Hollywood	10558 Camarillo St.	Sunset 2-9275	R. U. McIntosh	Transcriptions
Alexander McQueen	Chicago 11	185 E. Chestnut St.	Superior 9139	Alexander McQueen E. R. Junge	Production, scripts, transcriptions
Management Corp. of America	New York 22	745 Fifth Ave.	Wickersham 2-8900	Herbert I. Rosenthal	Production
Gene Mann-Jess Smith Inc.	Hollywood 46	8949 Sunset Blvd.	Crestview 1-1135	Gene Mann Jess Smith	Talent, writers
Melodisc Recording Co.	Hollywood 28	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Recording, production, talent
Melotone Recording Studio	New York 23	25 Central Park W.	Circle 6-1366	Mera M. Weinstock	Recording, transcriptions
Mercury Recording Studios	Chicago 11	232 E. Erie St.	Delaware 4786	Jack Brinkley	Recording, transcriptions, production
Metro Artists Bureau	New York 19	730 Fifth Ave.	Circle 6-8470	Ted Nelson	Production, talent, scripts
Metropolitan Broadcasting Service Ltd.	Toronto 1	21 Dundas Sq.	Adelaide 0181	Don E. Wright	Production, scripts, recording, talent
Metropolitan Recording Studios	New York 19	1697 Broadway	Circle 7-3428	Beatrice Tracy	Recording, production
Charles Michelson Radio Transcriptions	New York 18 Los Angeles Richmond	67 W. 44th St. 1344 S. Flower St. So. First & B Sts.	Murray Hill 2-3376 Prospect 2035 1117	Charles Michelson Philip Johnson Harry Gennett Jr.	Sound effects library, transcriptions, recording, scripts
Michelson & Sternberg Inc.	New York 18	67 W. 44th St.	Murray Hill 2-5421	A. Michelson	Buys transcriptions for export
Mid-West Transcriptions Inc.	Minneapolis 16	4829 Minnetonka Blvd.	Walnut 9131	K. L. Sueker	Recording service
Allan H. Miller Productions	Toledo 2	Bell Bldg.	Emerson 2963	Allan Miller	Production
Miller Broadcasting System Inc.	New York	113 W. 57th St.	Circle 6-0141	James A. Miller	Millertape recording
Howard Milson Productions Ltd	Toronto	14 McCaul St.	Adelaide 5112	Howard Milson	Transcriptions, production
Monter-Gray Inc.	Hollywood 46	8736 Sunset Blvd.	Crestview 1-1191	Edward M. Gray	Talent, writers
Moonbeams Broadcasts Inc.	New York 19	8 W. 45th St.	Murray Hill 2-7471	Lillian E. Stewart	Production, talent
William Morris Agency	New York 20 Beverly Hills Chicago	1270 Sixth Ave. 202 N. Canon Dr. 203 N. Wabash Ave.	Circle 7-2160 Crestview 1-6161 State 3632	William B. Murray Geo. Gruskin Read Wight	Production, talent, television programs
Leo Morrison Inc.	Beverly Hills	204 S. Beverly Dr.	Crestview 1-9191	Leo Morrison	Talent, scripts
Carlton E. Morse Productions	Hollywood	1500 Vine St.	Hollywood 6161	Clinton E. Twiss	Transcriptions, package shows
Music City	Hollywood 28	1501 N. Vine St.	Hollywood 8211	Hugh J. Claudin	Recording service
Music Corporation of America	Chicago 11 New York 22 Cleveland Dallas San Francisco Beverly Hills	430 N. Michigan Ave. 745 Fifth Ave. Union Commerce Bldg. Tower Petroleum Bldg. 111 Sutter St. 9370 Burton Way	Delaware 1100 Wickersham 2-8900 Cherry 6010 Central 1448 Exbrook 8922 Bradshaw 2-3211	M. B. Lipsey David A. Werblin Charles Miller D. G. Barton Norman Steppe Sam Rosey Taft Schreiber	Production, talent
Music Maker Productions	Chicago 11	154 E. Erie St.	Delaware 5686	Wendell Hall	Musical spot programs
Musicraft Corp.	New York 19	40 W. 46th St.	Bryant 9-0320	Paul Puner	Transcriptions
Mutual Recording Co.	Hollywood 27	5205 Hollywood Blvd.	Hillside 1782	Morris S. Lotterman	Transcriptions, recording
Muzak Corporation	New York 19	151 W. 46th St.	Bryant 9-1246	Clinton M. Finney	Transcriptions, recording (vertical and lateral) production
NBC Radio-Recording Division	New York 20 Chicago 54 Washington 5 Hollywood 28 San Francisco 2	30 Rockefeller Plaza Merchandise Mart Trans-Lux Bldg. Sunset Blvd. & Vine Taylor & O'Farrell Sts.	Circle 7-8300 Superior 8300 Republic 4000 Hollywood 6161 Greystone 8700	C. Lloyd Egner Frank E. Chizzini E. William Young Oscar C. Turner Robert Z. Morrison Jr.	Transcription library, (Thesaurus), syndicated programs, production, scripts, recording
NBC Thesaurus	(See above listing)				
National Artists Bureau	Chicago	203 N. Wabash Ave.	Randolph 3858	Phil Phillips Charles Gwynn	Scripts, production
National Broadcasters & Entertainers	Indianapolis 4	Claypool Hotel	Riley 8471	Kay Keiser	Production, recording, scripts, talent
National Concerts & Artists Corp.	New York 22 Hollywood 46 Chicago 54 San Francisco 4	711 Fifth Ave. Sunset at Doheny Merchandise Mart 111 Sutter St.	Plaza 3-0820 Crestview 1-7121 Superior 4042 Exbrook 8033	Daniel S. Tuthill Helen Ainsworth Sam Harrington Larry Allen	Talent, production
National Records Co.	New York 23	1841 Broadway	Columbus 5-7280	A. B. Greene	Recording, production
National Recording & Film Corp.	Chicago 6	20 N. Wacker Dr.	Randolph 3549	Richard Bradley	Recording, production, slide films, transcriptions
Neblett Radio Productions	Chicago 1	360 N. Michigan Ave.	Central 4144	Ruth Miller	Production, transcriptions
Neff Radio Productions	Detroit 26	Stroh Bldg.	Randolph 3006	M. A. Neff	Production, scripts, recording
Ted Nelson Associates	New York 19	730 Fifth Ave.	Circle 6-8470	Ted Nelson	Production, scripts, talent

(Continued on Page 326)

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67 West 44th Street, New York 18, N. Y.

Directory of Transcription, Production and Related Services

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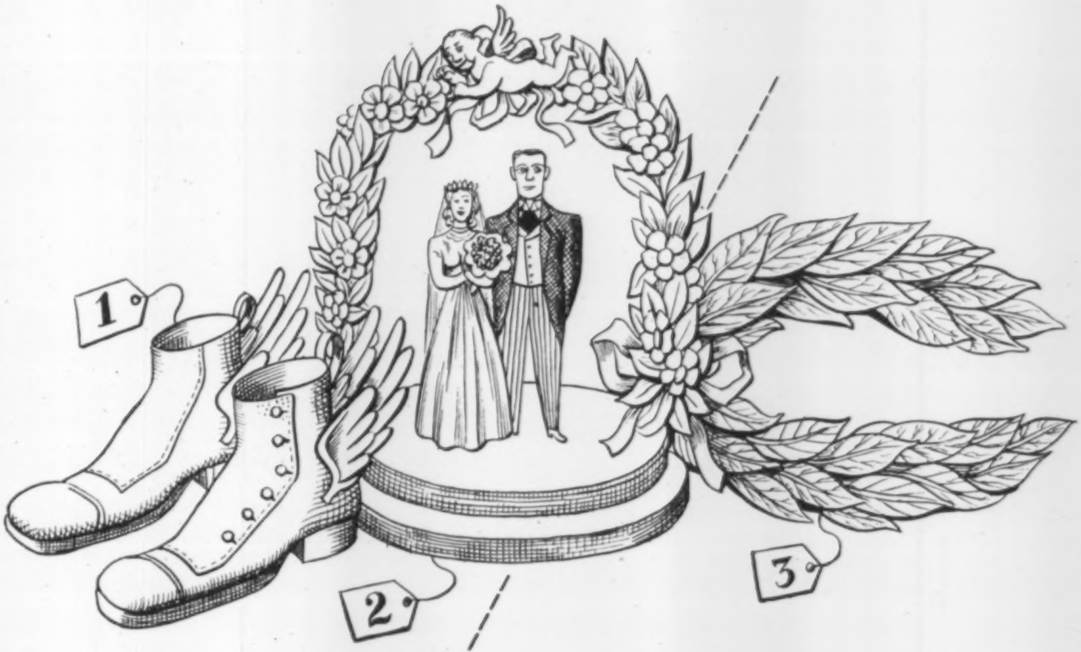
NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
New England Cupboard	Boston 16	Statler Bldg.	Hancock 4460	Connie Stackpole	Women's programs
Meyer B. North	New York 19	1564 Broadway	Bryant 9-8667	Meyer B. North	Talent
John J. O'Connor	New York 19	1697 Broadway	Circle 6-8630	John J. O'Connor	Talent
Lilian Okun Inc.	New York 23	2 W. 67th St.	Trafalgar 7-8916	Lilian Okun	Production, scripts, talent
Pan American Broadcasting Co.	New York 17	330 Madison Ave.	Murray Hill 2-0811	E. Bernald	Programs for Latin American stations
Donna Parker Productions	Chicago	203 N. Wabash	Franklin 3811	Donna Parker	Recording, production
Jack Parker and Assoc.	Hollywood 28	Box 2222	Granite 7584	Jack Parker	Educational transcriptions
James Parks Co.	Chicago 1	333 N. Michigan Ave.	Central 7980	James Parks	Production
Leo J. Paulin & Assoc.	Washington 6	1627 K St., N. W.	National 9349	Leo J. Paulin	Transcriptions, production, talent
Pearl-Tone Recording Studios	Des Moines 9	Plymouth Bldg.	3-3626	Sidney J. Pearlman	Recording
Sandra Pegram Production Co.	Washington 1	906 Tenth St., N. W.	District 7513	Sandra Pegram	Production, scripts, talent
Peterson Radio Productions	New York 18	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Production, scripts (religious programs)
Photo & Sound Inc.	San Francisco 8	153 Kearney St.	Exbrook 2103	John M. Wolfe	Production, recording, sound slide films
Pittsburgh Star Italian Hour	Pittsburgh 19	904 Webster Ave.	Court 3797	A. Certo	Italian programs
Polish Broadcasting Bureau	Buffalo 12	754 Fillmore Ave.	Cleveland 6876	Joseph F. Mikolajczak	Polish features
Ralph L. Power	Los Angeles 14	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions and scripts for export; sells Australian-produced transcriptions and scripts
Leland Powers School	Boston 15	31 Evans Way	Aspinwall 2900	Haven M. Powers	Talent
Premier Radio Enterprises Inc.	St. Louis 3	3033 Locust St.	Newstead 3555	H. S. Somson	Recording, production, scripts
George Logan Price Inc.	Los Angeles 6	946 S. Normandie Ave.	Federal 7372	G. L. Price	Transcriptions, scripts
Prockter and Lewis	New York 22	67 E 59th St.	Plaza 5-9568	Bernard J. Prockter	Production
Quebec Radio Productions	Montreal	1410 Stanley St.	Plateau 6716	H. Paul Vermet	Production
Radio Centre Ltd.	Toronto 1	74 Wellington St. W.	Waverly 2036	D. Spencer Grow	Transcriptions
Radio Comics Inc.	New York	241 Church St.	Walker 5-9487	Louis H. Silberkleit John L. Goldwater	Radio, film versions of syndicated comic-strip characters
Radio Events Inc.	New York 17	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Production, scripts, talent
Radio Merchandising Service	Chicago	520 N. Michigan Ave.	Superior 4620	James A. Iago	Spot announcements
Radio Results	Chicago	8641 Escanaba Ave	So. Chicago 5374	Z. George Jaworowski	Foreign language programs
Radiozark Enterprises	Springfield	Shrine Mosque Bldg.	....	M. Wayland Fullington	Transcriptions
RCA Victor Co. Ltd.	Montreal 30 Toronto	1001 Lenoir St. Royal York Hotel	Wellington 3671 Adelaide 3091	A. H. Joseph L. J. Headley	Recording, production, phonograph records
RCA Victor Division (Recording Division of RCA)	New York New York Chicago Hollywood	RCA Bldg. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 N. Sycamore Ave.	Columbus 5-2035 Murray Hill 4-6200 Whitehall 4600 Hillside 5171	J. W. Murray F. B. Walker A. E. Hindle Harry Meyerson	Recording, processing, phonograph records
Radio Features of America	New York 19	37 W. 46th St.	Bryant 9-9622	Oliver W. Nicoll Alma Sandra Munsell	Production talent
Radio Producers of Hollywood	Los Angeles 27	930 N. Western Ave.	Hollywood 6506	Lou R. Winston	Production, transcriptions
Radio Production Service	New York 22	501 Madison Ave.	Plaza 9-4060	Irene Beasley	Scripts, talent, packaged shows
Radio Programas de Mexico	Mexico, D. F.	P. O. Box 1324	L-13-73	Clemente Serna Martinez	Mexican programs
Radio Programme Producers	Montreal	1440 Ste. Catherine St. W.	Marquette 1182	....	Production, scripts
Radio Receiving Record Co.	Providence 8 San Diego 1	304 Smith St. 2172 Front St.	Dexter 4081 Main 7552	Lewis A. McGowan Jr. Eleanor Osborne	Recording service
Radio Recorders	Los Angeles 38	7000 Santa Monica Blvd.	Hollywood 3917	J. Joseph Sameth	Recording, production
Radio Recording Studios	New York 19	1619 Broadway	Columbus 5-9037	A. Moran	Recording service
Radio Recording Studios	Chicago 40	1244 W. Carmen Ave.	Edgewater 6461	Myron Bachman	Recording service
Radio Writers Laboratory	Lancaster	53 N. Duke St.	2-1387	M. S. Miller	Scripts
Rai Purdy Productions	Toronto	37 Bloor St., W.	Midway 7375	R. L. Simpson	Production, scripts. talent
Ray-Tele	New York 17 Chicago 11	604 Fifth Ave. Tribune Tower	Bryant 9-5365 Superior 0100	Betty Hill Ruth Norby	Recording, production, scripts, talent, syndicated transcriptions
Rec-Art Recording Studio	Los Angeles 15	1203 S. Main St.	Prospect 9232	Al Norman	Recording service
Reeves Sound Studios	New York 19	1600 Broadway	Circle 6-6686	Chester L. Stewart	Recording service
Religious News Service	New York 16	381 Fourth Ave.	Murray Hill 3-8246	Louis Minsky	Syndicated religious news scripts
Robinson Recording Laboratories	Philadelphia 7	35 S. Ninth St.	Walnut 6800	W. P. Robinson	Recording, production, scripts
Rockhill Radio	New York 22	18 E. 50th St.	Eldorado 5-1860	Stanley J. Wolf	Production, transcriptions, scripts
Allen Roth	New York 19	48 W. 48th St.	Longacre 3-3836	Andrew H. Wiswell	Talent
Roxanne	New York 16	7th Ave. and 55th St.	Circle 7-3900	Florence Lennon	Talent, production
Royal Recording Co.	Berkeley 2	601 Ashby Ave.	Ashberry 5453	Arthur Westlund	Recording service
Art Rush Inc.	Hollywood 28	NBC Bldg.	Hillside 5161	W. Arthur Rush	Package shows

(Continued on Page 330)



1) Speed . . . Service fast as flight
2) Fidelity . . . Perfect Reproduction
3) Laurels . . . Patronage by Particular People Proves Columbia's Leadership.

COLUMBIA
TRANSCRIPTIONS

Columbia Recording Corporation • A Service Of The Columbia Broadcasting System
New York . . . 799 Seventh Ave., Circle 5-7300 • Chicago . . . Wrigley Bldg., Whitehall 6000
Hollywood . . . 6624 Romaine St., Granite 4134

World's services to

CASA CUGAT. *156 programs . . . 15 minutes.* Cugat and his orchestra, chorus and vocalists in a high-style program of Latin rhythms.

JAM SESSION. *156 programs . . . 15 minutes.* Jazz musicians, picked from bands all over the country, make this an "all star" program of authentic jazz.

The new WORLD FEATURES . . .

headliner radio shows at budget prices

Whatever the type of transcribed radio show you require — World has it available, or can "custom-build" it for you. World's unexcelled facilities, its resources of skilled writers, directors and producers and its years of experience are at your service. World, also, has top talent to offer you. As a subsidiary of Decca Records, Inc., World has access to many outstanding stars of stage, screen and radio.

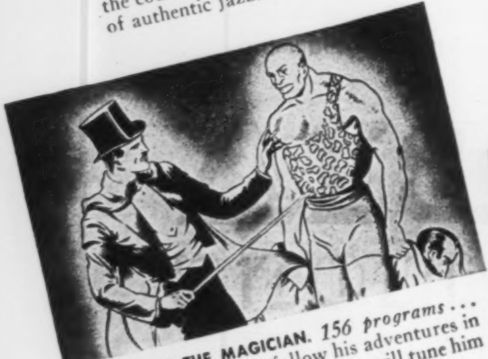
The new WORLD FEATURES, only four of which are illustrated here, have met with wide approval. They are high calibre shows, built to fit all budgets, large or small. It will pay you to check with World FIRST when you are seeking a transcribed show. Not only is there a varied group of excellent World Features now ready to go on the air, but new Features are continuously in production. WORLD HAS THE FEATURE YOU WANT — OR CAN BUILD IT FOR YOU!

Special open-end shows on a syndicated basis

★ ★ ★

World is in a position to produce special open-end shows to meet your individual requirements and designed for specific markets or radio stations. Through syndication of these shows in all other markets World absorbs part of the costs. In this way are combined the advantages of your own open-end shows with the economy of the syndicated feature. We will be happy to give you further details of this plan.

★ ★ ★



MANDRAKE THE MAGICIAN. *156 programs . . . 15 minutes.* Millions follow his adventures in newspapers. Now millions more will tune him in on this fast-moving show.

SONGS OF PRAISE. *156 programs . . . 15 minutes.* Devotional music of distinction and dignity by the Hamilton Quartet, accompanied on the organ by George Broadbent.

Radio Broadcasters

World Program Service Library... an invaluable aid to stations in good programming

Keeping radio audiences continuously interested calls for resources far beyond the reach of most individual stations. That's why 300 leading stations use the famous World Library, giving them what they need to attract and hold audiences – as well as sponsors!

3700 SELECTIONS of the basic World Library cover every program requirement, from fanfares to complete shows. At least fifty new selections are added each month to keep programming up to the minute.

NOW PLAYING

FAMOUS ARTISTS and big-name orchestras are featured on World Library transcriptions. Through affiliation with Decca Records, Inc., World has access to some of the most brilliant talent in the entertainment world.

CONTINUITY SERVICE. To help stations arrange interesting programs, World sends them carefully planned continuities – seventy-eight programs each week. These complete shows are ready to go on the air, as sustaining or sponsored productions.

FAITHFUL REPRODUCTION. World's Vertical-Cut Wide-Range transcriptions, developed by Bell Laboratories and Western Electric, are famous throughout the radio world for fidelity and clarity.

* * *

Full details on World's services will be sent upon request. Just write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y. or to any World branch office in the cities listed below.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK · CHICAGO · HOLLYWOOD · WASHINGTON

Directory of Transcription, Production and Related Services

[Continued from Page 326]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Jack Salter Artist Management Inc. (Division of Columbia Concerts Inc.)	New York	113 W. 57th St.	Circle 7-6900	Jack Salter	Talent
Saltimieras Radio Advertisers	Chicago 36	6912 So. Western Ave.	Prospect 4050	Paul B. Saltimieras	Transcriptions, production, scripts (Lithuani programs), talent, recordings
Sam Samuels	New York 19	1564 Broadway	Longacre 5-8176	Sam Samuels	Talent
James L. Saphier Agency	Hollywood 28	6331 Hollywood Blvd.	Hollywood 7211	James L. Saphier	Talent, production
G. Schirmer Inc.	New York 17	3 E. 43rd St.	Murray Hill 2-8100	J. Murphy	Recording service
Joseph C. Schramm Studios	New Orleans 19	4000 Canal St.	Galvez 5914	Joseph C. Schramm	Recording, talent
Bernard L. Schubert Inc.	New York 22	509 Madison Ave.	Plaza 3-4670	Bernard L. Schubert	Production, talent
The Script Library	New York 17	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Production, scripts
Sellers Co.	Dallas 2	912 Commerce St.	Central 5978	J. E. Sellers	Production, recording
Myron Selznick & Co. Inc.	Beverly Hills New York	9700 Wilshire Blvd. 610 Fifth Ave.	Crestview 1-9171 Circle 7-6200	Reeves Espy Monica McCall	Production, talent
Service Programs Inc.	New York 17	535 Fifth Ave.	Murray Hill 6-3487	Gladys Miller	Scripts, production
SESAC Inc.	New York 17	475 Fifth Ave.	Murray Hill 5-5365	Paul Heinecke	Music catalogues licensed for radio
Max Shagrin Agency	Hollywood 28	Equitable Bldg.	Granite 5171	Max Shagrin	Talent, writers
Mary L. Shank	New York 20	9 Rockefeller Plaza	Columbus 5-1332	Mary L. Shank	Latin American talent
Stephen Slesinger	New York 17	247 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Production
Edward Sloman Productions	Los Angeles 26	6636 Hollywood Blvd.	Hempstead 3093	Edward Sloman	Production, transcriptions
The Small Co.	Hollywood 46	8272 Sunset Blvd.	Hollywood 2722	Reuben Smolen	Talent
Sound Studios Inc.	Washington 5	1124 Vermont Ave., N. W.	Republic 1984	Robert J. Coar	Recording, transcriptions production
The Sound Workshop	Los Angeles 36	445 S. La Cienaga Blvd.	Bradshaw 2-1233	Robert E. Grey	Recording, production
Henry Souvaine Inc.	New York 20	30 Rockefeller Plaza	Circle 7-5666	David Hale Halpern	Production, scripts, transcriptions
Speedy-Q-Sound Effects	Los Angeles 15	1344 So. Flower St.	Prospect 2035	Philip Johnson	Recorded sound effects
Spot Film Productions Inc.	New York 17	339 E. 48th St.	Plaza 5-0808	Clarence Schmidt	Sound-on-film recordings
Spot Sales Inc.	Hollywood 28 San Francisco 2	1651 Cosmo St. 5 Third St.	Hollywood 8318 Exbrook 3858	John Livingston John Livingston	Syndicated transcribed programs
Stage 8	Hollywood 28	6530 Sunset Blvd.	Hillside 5915	Patrick Michael Cunning	Production, television shows
Standard Radio	Hollywood 28 Chicago 1 New York 22 Dallas	6404 Hollywood Blvd. 360 N. Michigan Ave. 1 E. 54th St. Wilson Bldg.	Hillside 0188 State 3153 Plaza 3-6690 Central 3350	Gerald King Milton M. Blink Alex Sherwood Herbert Denny	Transcription library, recording
Richard Stark & Co.	New York 20	RCA Bldg.	Circle 6-7337	Richard Stark	Production, scripts
Frank Stempel Agency	Hollywood 46	8736 Sunset Blvd.	Crestview 1-5121	Frank Stempel	Production, talent
Irving Strouse	New York 23	151 W. 74th St.	Trafalgar 7-4695	....	Production, scripts
Studio & Artists Recorders	Hollywood 28	6107 Sunset Blvd.	Hillside 8241	Mack Finston	Recording, transcriptions
Superman Inc.	New York 17	480 Lexington Ave.	Plaza 3-0740	Robert Maxwell	Production
H. N. Swanson Inc.	Hollywood 46	8523 Sunset Blvd.	Crestview 1-5115	Ruth Gidlow	Writers
George A. Taggart Broadcast Counsel	Toronto	165 Yonge St.	Adelaide 8784	George A. Taggart	Programming consultant
Technisonic Recording Laboratories	St. Louis 10	818 So. Kingshighway	Franklin 2060	C. E. Harrison	Recording, transcriptions
Tel-A-Recordings Inc.	New York 19	2 W. 46th St.	Bryant 9-4130	Charles Phillips	Recording service
Telecast Productions Inc	New York 3	101 Fifth Ave.	Algonan 4-4300	Myron Zobel	Package shows for radio and television
L. S. Toogood Recording Co. (Chicago Recording Co.)	Chicago 1	221 N. La Salle St.	Central 5275	L. S. Toogood	Recording service
Transamerican Broadcasting & Television Corp.	New York 22	1 E. 54th St.	Plaza 5-9800	John L. Clark	Transcription, production
Transcribed Radio Shows	New York 19	2 W. 47th St.	Longacre 5-3440	E. Mack	Recording, scripts, production, transcriptions
George Ullman Agency	Hollywood 46	8979 Sunset Blvd.	Crestview 1-5669	S. George Ullman	Talent
United Artists Bureau	Des Moines 14	1164 Sixth Ave.	4-5553	R. B. Eaton	Recording, production
United Broadcasting Co.	Chicago 6	201 N. Wells St.	Andover 1684	Egmont Sonderling	Production, recording, scripts
United Feature Syndicate	New York 17	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
United Sound Systems	Detroit 2	5840 Second Blvd.	Trinity 2-9384	James V. Siracuse	Recording, transcriptions, phonograph records
U. S. Recording Co.	Washington 5	1121 Vermont Ave., N. W.	District 1640	Joseph Tait	Recording service
United Transcribed System	Toronto	14 McCaul St.	Adelaide 5112	John H. Part	Production, recording, scripts
Universal Radio Productions	Chicago 11	737 N. Michigan Ave.	Delaware 1756	R. E. Burke	Production, scripts
Universal Radio Productions	Los Angeles 36	8853 Beverly Blvd.	Crestview 1-5275	Edmund C. Johnson	Packaged shows
Universal Recording Co. Inc.	New York 20	1270 Sixth Ave.	Circle 5-4895	Ralph Baruch	Recording service
URAB-United Recording Artists Bureau	New York 1	245 W. 34th St.	Chickering 4-3314	Miss Marianne	Recording service
Thomas J. Valentino Inc.	New York 19	1600 Broadway	Circle 6-4675	Thomas J. Valentino	Recording, transcriptions, sound-effect records library
Rudy Vallee Presents Inc.	Hollywood 46	8820 Sunset Blvd.	Crestview 1-5169	Ted Lesser	Talent
Chick Vincent Co.	New York 22	509 Madison Ave.	Eldorado 5-0734	Chick Vincent	Production

(Continued on Page 332)

WALTER COMPTON Presents

Background for News

Up-to-the-minute news of the day, interwoven with authoritative information on the personal, historical or geographical background of today's important people and prominent places.

Available for cooperative sponsorship on MUTUAL
Call, wire or write WM. B. DOLPH, BARR BLDG.,
WASHINGTON, D. C.

TOMMY DORSEY
records for
LANG-WORTH

FRANKIE CARLE
records for
LANG-WORTH

2 Dozen Stars!

Lang-Worth's 1945 Library Service includes over 24 Name Dance Bands. Among them: Tommy Dorsey, Frankie Carle, Vaughn Monroe, Count Basie, Bobby Sherwood, Boyd Raeburn, Johnny Long, Jan Garber, Al Trace, Tony Pastor, Dean Hudson, John Kirby, Tommy Tucker, Russ Morgan, Charlie Barnet, Joe Richman, Sonny Dunham, Del Courtney, Bob Strong, Ray Herbeck, Teddy Powell, Sammy Kaye, Lee Castle, Enoch Light.

Lang-Worth, Inc. 113 W. 57th St., N. Y. C.

THE GENERAL MILLS HOUR!

★

(2:00 to 3:00 P.M. EWT—Monday thru Friday)

NBC Network

* *The Guiding Light*

(delivering a message of social tolerance)

Sponsored by Wheaties

* *Today's Children*

(a dramatic presentation of the modern generation)

Sponsored by Bisquick

* *Woman in White*

(an inspiring biography of one of the many young women who have answered their country's urgent wartime call)

Sponsored by Betty Crocker Soup

AGENCY-
KNOX REEVES ADVERTISING, INC.

*SCRIPTS WRITTEN
AND SUPERVISED BY

IRNA PHILLIPS

★

Hymns of all Churches

(the best loved hymns of every faith)

Sponsored by Gold Medal Flour

Produced by
DANCER - FITZGERALD - SAMPLE

★

CARL WESTER & COMPANY
360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

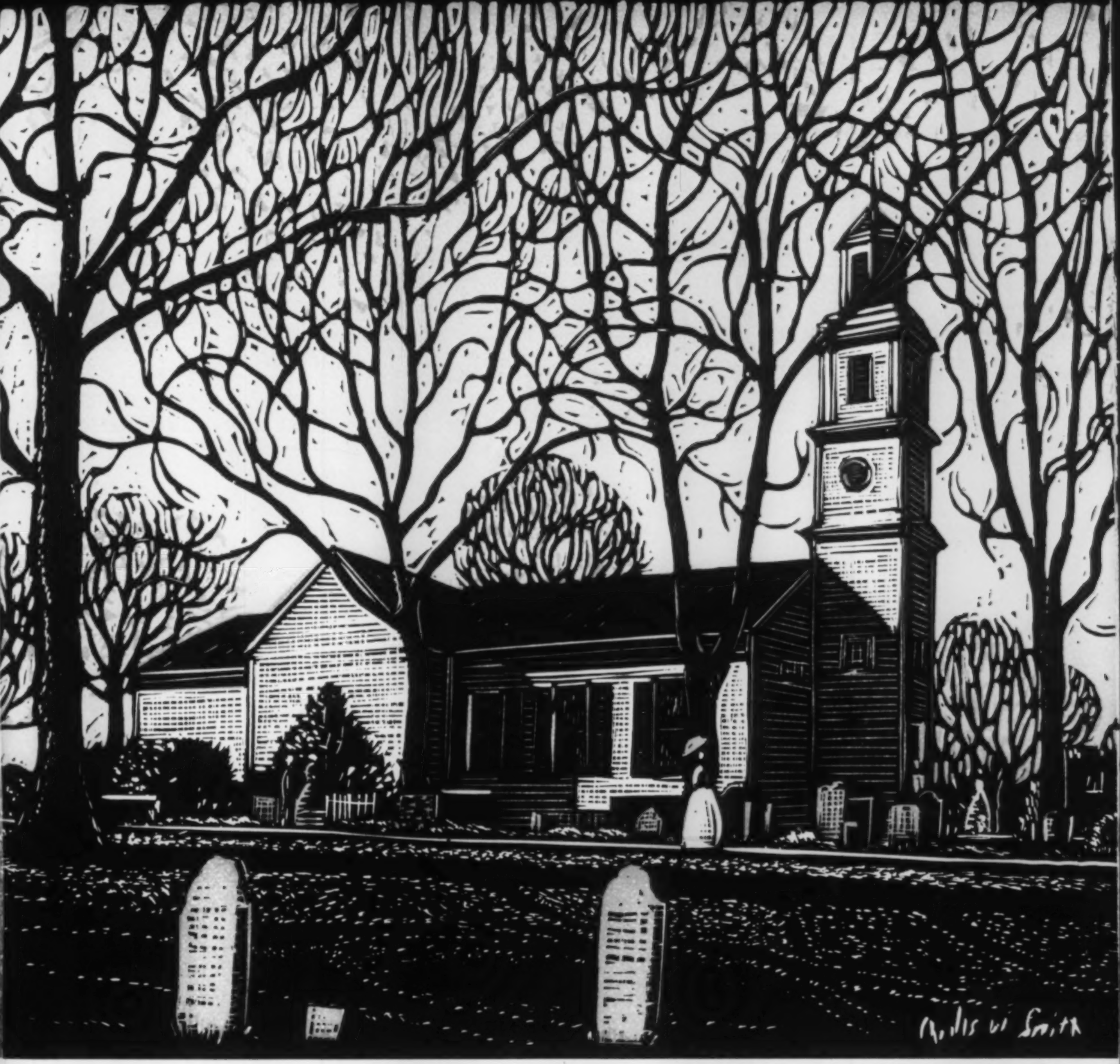
Directory of Transcription, Production and Related Services

[Continued from Page 330]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Frank W. Vincent Agency	Beverly Hills, Cal.	242 N. Canon Dr.	Crestview 6-2041	Don W. Sharpe	Talent, production
Owen Vinson & Co.	Chicago 1	360 N. Michigan Ave.	Central 6769	Owen Vinson	Production, package shows
J. Franklin Viola & Co.	New York 18	152 W. 42nd St.	Chickering 4-3254	J. Franklin Viola	Foreign language scripts, production
A. George Volck Inc.	Beverly Hills, Cal.	9441 Wilshire Blvd.	Crestview 6-3121	A. George Volck	Talent, writers, scripts
Tom Wallace Radio Productions	Chicago New York	605 N. Michigan Ave. 366 Madison Ave.	Superior 4584 Murray Hill 2-2745	Tom Wallace	Production
Waxelbaum & Co.	New York 17	10 E. 43rd St.	Murray Hill 2-7398	B. Waxelbaum	Foreign language programs
Webber Radio Programs	Des Moines 9	Shops Bldg.	2-0225	George W. Webber	Transcriptions, recording
Carl Wester & Co.	Chicago	360 N. Michigan Ave.	Randolph 6922	Carl W. Wester	Production
Wiederhold Recording Studios	Louisville 5	1941 Richmond Dr.	Highland 1567	Geo. Wiederhold	Production, recording, talent
Austin Wilder	New York 22	745 Fifth Ave.	Plaza 3-8034	Austin Wilder	Talent
Fletcher Wiley Productions	Hollywood 28	Columbia Square	Hollywood 1212	Fletcher Wiley	Syndicated programs
Joe Williams	New York 19	1650 Broadway	Circle 5-9422	Joe Williams	Talent
Witte Radio Productions	Los Angeles 35	1064 So. Genesee Ave.	Webster 8716	I. Oscar Witte	Transcriptions
Wolf Associates Inc.	New York 17 Hollywood	420 Madison Ave. 1491 N. Vine St.	Plaza 5-7620 Hollywood 0676	Edward Wolf L. Wolfe Gilbert	Production
World Broadcasting System Inc. (Subsidiary of Decca Records Inc.)	New York 22 Chicago 11 Hollywood	711 Fifth Ave. 301 E. Erie St. 1000 N. Seward St.	Wickersham 2-2100 Superior 9114 Hollywood 6231	Percy L. Deutsch W. C. Hutchings M. Marquardt	Transcription Library, transcriptions, syndicated programs
World High Fidelity Recording Inc.	Montreal	1159 St. Lawrence Blvd.	Lancaster 8833	E. Phaneuf	Recording, film recording, production
Wright-Sonovox Inc.	Chicago 1	180 N. Michigan Ave.	Franklin 6373	H. E. Stewart	Talking and singing sound
Wyrco Recording Studios	San Antonio 5	112½ W. Commerce St.	Garfield 9483	M. Starr	Recording
Ben Yost Enterprises	New York 19	1650 Broadway	Circle 6-6532	Ben Yost	Production
Frederic W. Ziv Co.	Cincinnati 2 New York Hollywood Cleveland	2436 Reading Rd. 501 Madison Ave. 1680 N. Vine St. 1954 E. 82nd St.	University 6124 Plaza 3-9612 Olympia 4987 Cedar 3905	Frederic W. Ziv John L. Sinn N. L. Rogers Sidney Freeman	Transcriptions, production, talent
KFEL	Denver 2	Albany Hotel	Keystone 0178	Eugene O'Fallan	Production, transcriptions, records, public relations
KMTR Recording Studios	Hollywood 38	1000 Cahuenga Blvd.	Hillside 1161	Lyman Smith	Transcriptions, production, recording
KSTP Artists Bureau	St. Paul 2	St. Paul Hotel	Cedar 5511	David P. Stone	Talent, production
WFIL Broadcasting Co.	Philadelphia 7	Widener Bldg.	Rittenhouse 6900	Roger W. Clipp	Recording, production, transcriptions
WLS Artist Bureau	Chicago 7	1230 Washington Blvd.	Monroe 9700	....	Talent, production
WMCA Artists Bureau	New York 19	1657 Broadway	Circle 6-2200	Charles S. Wilshin	Talent, production
WOR Entertainment Dept.	New York 18	1440 Broadway	Pennsylvania 6-8600	Nathan M. Abramson	Talent, production, recording
WOR Recording Studios	New York 18 Hollywood 5	1440 Broadway 729 S Western Ave.	Pennsylvania 6-1346 Fitzroy 4191	Thomas M. Kelleher C. P. MacGregor	Recording, production, scripts, talent

TOMMY DORSEY
records for
LANG-WORTH
COUNT BASIE
records for
LANG-WORTH
VAUGHN MONROE
records for
LANG-WORTH

LANG-WORTH, INC. - 113 W. 57th St. N. Y. C.



ST. JOHN'S CHURCH, RICHMOND, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

"GIVE ME LIBERTY" . . .

From old St. John's Church in Richmond Patrick Henry's challenge of "Give me Liberty . . . . or give me Death" went ringing through the pages of history. Today, 169 years later, the bells of this same church ring in Sunday morning services on WRVA. Such associations form the character which makes WRVA a living and breathing part of Virginia . . . . an institution unique and great in radio.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND
NORFOLK, VIRGINIA

WRVA

WRVA

Being a Voice of ſome Importance from Richmond & Norfolk in Virginia:

Begs Leave to inform the Publick, moſt eſpecially thoſe with Goods for the Market, that in Matters pertaining to its Performance of a publick Service, *i. e.*, the Diſſemination of Entertainment & Information to a far-flung and critical Audience, the aforeſaid *Radio Station* dedicates its fineſt Efforts.

Now, inaſmuch as the Traditions and Culture of the *Old South* are a Matter of much Portent to the poſſible Purveyors of aſſorted Services and ſundry Commodities in the Market Place, we deem it moſt proper here to remark that this Station has ſucceſsfully wedded ſuch Traditions and Culture to the modern Competency of the preſent Day.

This Blending of the Old with the New has begotten a Character and Diſtinction which gives more than fair Value to a ſhrewd Spending of Broadcaſting-Dollars. And it is upon this Premiſe that we ſolicit the continued Buſineſs of our conſtant Cuſtomers and others who will do us the Pleaſure of employing our Services.

Amongſt other Things ſupplied by this Station are the fine Services of the *Columbia Network.*

For thoſe of Areas whence it is inconvenient to contact this Station direct, our Agents, the *Paul H. Raymer Co.*, maintain Offices in principal Cities.

WRVA

Radio Highlights and Headlines: 1944

(Major Events of Year as Chronicled in BROADCASTING)

(See issues of BROADCASTING nearest each date given for full details.)

Jan. 1—Time Inc. and Chester J. LaRoche, former head of Young & Rubicam, each acquire 12½% interest in Blue Network from Edward J. Noble, principal owner. Each paid price of $500,000 cash, with Mr. LaRoche becoming chairman of executive committee and operating head.

n. 1—Blackett-Sample-Hummert ency dissolved with Dancer-Fitz-ald-Sample formed to take over operations, including substantial radio business. Hill Blackett Agency also formed at same time.

Jan. 3—Largest number of radio homes in history—32,500,000— estimated for 1944 despite wartime freezes and tube and parts shortages.

Jan. 12—E. K. Jett, Chief Engineer of the FCC, nominated by President Roosevelt to succeeed George H. Payne as member of FCC. Senate confirmed nomination Feb. 11.

Jan. 13—FCC dismisses newspaper divorcement proceedings by unanimous vote, leaving way open for newspapers to participate in all licensed radio, with applications to be considered on individual merits. It thus terminates uncertainty which had existed since March 1941 when newspaper order originally was issued.

Jan. 17—NBC, following consultation with its Stations Planning and Advisory Committee, discloses it will make its programs, both commercial and sustaining, available FM stations operated by present standard band affiliates with no additional sponsor cost until audi-ces of both stations increase to point where rate adjustments become desirable. Other networks subsequently followed suit.

Jan. 17—Television Broadcasters Assn. Inc. formed to encourage development of video art, with Allen B. DuMont first president.

n. 26—FM Broadcasters Inc. lds first annual meeting in New York with gross attendance of 750.

Jan. 26—Broadcast equipment freeze order eased by FCC and War Production Board in simultaneous announcements providing that conditional grants for new stations or change of facilities involving critical materials will be authorized where it is shown they will "serve an outstanding public need or national interest."

Jan. 31—Nearly a fourth of radio's 25,000 regularly employed personnel listed as in the armed forces or in Government service, according to BROADCASTING Yearbook poll.

Feb. 2—*New York Times* enters radio field through acquisition of WQXR and WQXQ New York from John V. L. Hogan and associates for approximately $1,000,000.

Feb. 3—John Harold Ryan, Assistant Director of Censorship, and vice-president on leave of the Fort Industry Co., operating seven stations, is unanimously elected NAB president by the Association's board of directors to serve until July 1, 1945. He succeeded Neville Miller, first paid president, who had served since 1938.

Feb. 3—House Select Committee to Investigate the FCC reveals for first time that it will institute a sweeping investigation of the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Chairman of the Board of the Blue Network Co. Inquiry held intermittently during the year, with many high figures in public life called.

Feb. 7—Broadcast advertising in 1943 reached a total of $233,900,000 *net time sales*, or 21.8% ahead of the 1942 high. *Gross time sales* totaled $307,191,000 as compared with $254,800,000.

Feb. 16—George P. Adair, Assistant Chief Engineer in charge of broadcasting, is elevated to Chief Engineer of FCC, succeeding Commissioner E. K. Jett.

Feb. 23—John E. Fetzer, owner of WKZO Kalamazoo, named Assistant Director of Censorship in charge of radio by Byron Price, Director of Censorship.

Feb. 23—Eugene L. Garey, of New York, general counsel of House Select Committee to Investigate the FCC, resigns on ground that committee inquiry is a "sheer whitewashing affair". Chairman E. E. Cox (D-Ga.) previously had resigned the committee chairmanship. John J. Sirica, Washington attorney, subsequently named general counsel.

Feb. 23—Nation's 52 stations operating with 50,000 w on clear or duplicated clear channels average individual *net time sales* of approximately $1,000,000 during 1943, according to FCC analysis.

March 1—Retention of its policy of affiliate-network relationship in eventual establishment of nationwide television network to get under way with the war's end announced by NBC. Position enthusiastically received by affiliated stations following presentation at session in New York.

March 1—Time Inc. endows a two-year study in freedom of the press by an independent commission, headed by Robert K. Hutchins, president of the University of Chicago. Robert D. Leigh, former director of Foreign Broadcast Intelligence Service of FCC, named director.

March 2—Marshall Field, Chicago merchant prince and publisher of the *Chicago Sun* and of *PM*, purchases WJJD Chicago for $700,000 from Ralph L. Atlass and associates. Subsequently he purchased WSAI Cincinnati for $550,000.

March 6—C. E. Hooper, radio survey expert, touches off industry-wide controversy in urging that stations clean out "funny money" programs.

March 10—National War Labor Board, by split 2-1 vote, orders James C. Petrillo's American Federation of Musicians to terminate its recording strike to the end that conditions prevailing on July 31, 1942 be restored. Petrillo later refused to obey order.

March 11—Raymond Gram Swing, Blue commentator, WLW Cincinnati, and WMAZ Macon, receive $1,000 Alfred I. duPont radio awards for 1943.

March 13—AT&T divulges plans for coaxial cable facilities adequate to provide television network service in the postwar era. A five-year plan entailing installation of some 7,000 miles of cable at an estimated cost of $100,000,000 was outlined.

April 17—Survey of advertising agencies reveals most of them are prepared to enter television on substantial basis as soon as war conditions permit.

April 21—Army and Navy abolish requirement that disclaimers be used on commercial programs presenting armed forces personnel.

April 22—Record-breaking transaction for local outlet completed with sale of WINX Washington by Lawrence J. Heller to Eugene Meyer, editor and publisher of the *Washington Post*, for $500,000 cash.

April 25—Harold V. Hough, manager of WBAP-KGKO Fort Worth, is given newspaper-radio distinguished service award for directing and winning newspaper ownership fight before FCC.

April 25—Eugene Pulliam, owner of WIRE Indianapolis, acquires *Indianapolis Star* and *Muncie Star* for $2,500,000.

April 27—Deep interest in radio, particularly FM and facsimile, evidenced at annual convention of American Newspaper Publishers Assn. in New York. Publishers are informed by radio spokesmen of kinship of two media.

May 1—Five of eight major citations for 1943 George Foster Peabody awards for outstanding service go to CBS stations and programs, with NBC, Blue and KYA San Francisco also cited. Bob Hope receives special citation for military camp tours.

May 1—Commissioner E. K. Jett of FCC predicts two commercial systems of television—one to get under way when wartime freezes are lifted under existing or slightly modified standards, and the other a "vastly improved system" sometime after the war. It touches off fight of proponents of "upstairs" high-definition television as opposed to "downstairs" pre-war standards.

May 5—Commssioner Clifford J. Durr of the FCC tells Ohio Institute for Education by Radio that radio 'is steadily and rapidly becoming less free as it demonstrates its value as an effective and extremely profitable advertising medium."

May 8—Networks pool facilities to cover impending European invasion. Facilities for most intensive news coverage in history devised by Col. (now Brig. Gen.) David Sarnoff, who later was awarded Legion of Merit for outstanding attainments.

May 8—Commissioner T. A. M. Craven indicates intention not to seek reappointment upon expiration of his term June 30. Later became executive vice-president of Cowles Broadcasting Co.

May 8—Petrillo discloses plan for AFM to install "pancake turners" in all stations to make jobs for 2,000 at AFM scale. Precipitated a fight with NABET, which resulted later in National Labor Relations Board ruling favoring latter except in Chicago, where musicians had been used as record turners.

May 19—Half-dozen station transfers involving $1,725,000 completed in week, subject to FCC approval. Deals included sale of WPEN Philadelphia by Arde Bulova to *Philadelphia Bulletin* for $620,000; WNBC Hartford by Bulova to W. O'Neil, General Tire president and Yankee Network owner, for $220,000; WHOM Jersey City to Cowles Broadcasting Co. for $350,000, and KEX Portland by *Portland Oregonian* to Westinghouse for $400,000. All transactions subsequently approved.

May 23—Revised White-Wheeler bill to amend Communications Act, which would substitute a five-man commission for the present seven-man agency and drastically change radio's method of programming and operation, is reported by Senate Interstate Commerce Committee. Measure, which would ban sponsorship of news and commentators and curtail clear channel operations, died with the ending of the session because of opposition from all sides.

May 26—Blue Network purchases KECA Los Angeles from Earle C. Anthony for $800,000 cash as a result of FCC's duopoly order.

May 31—Acquisition of all of the outstanding capital stock of BROADCASTING by Sol Taishoff and his wife, Betty Tash Taishoff, from Martin Codel and his wife was consummated. Mr. Taishoff became publisher as well as editor of BROADCASTING.

June 6—History's mightiest military operation—invasion of France by Gen. Eisenhower's forces—found radio primed for its greatest spot news "documentary" coverage in its history. Simultaneously, the Allied Expeditionary Forces inaugurated a broadcasting service on the continent to all allied troops under the direction of Col. Ed Kirby, former NAB public relations director.

June 8—Neville Miller, former president of the NAB, named senior deputy chief of UNRRA, Balkan Mission, with headquarters in Cairo.

June 9—J. Leonard Reinsch, managing director of the James M. Cox radio stations, named radio director of the Democratic National Committee under Paul A. Porter, publicity director, who later became chairman of the FCC.

June 16—Radio listening for invasion week was well over normal according to special survey made by C. E. Hooper Inc. On D-Day sets

(*Continued from page 336*)

ECONOMICAL COVERAGE OF THE ROME, GEORGIA, MARKET —ONE OF THE BRIGHT, NEW SOUTHERN MARKETS THAT DESERVE INVESTIGATION

WRGA

THE MUTUAL NETWORK

Rome, Georgia

America's Best Test Market --

✓ EASY TO HANDLE ✓ EASY TO CHECK

WMAN

MANSFIELD, OHIO

BLUE NETWORK

In the Heart of Ohio

LAKE ERIE
MANSFIELD

(*Continued from page 335*)

in use were 78% above normal, with the balance of the week (Wednesday through Saturday) averaging 19% above normal.

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June 30—WMT Cedar Rapids, Iowa, and WOL Washington are exchanged without substantial monetary consideration. Cowles Broadcasting Co. acquired Washington outlet from Mrs. LeRoy Mark in exchange for the Iowa CBS outlet.

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July 14—Ted R. Gamble, national director of Treasury War Finance Division, lauds radio's job as "bigger than ever before" in Fifth War Loan drive.

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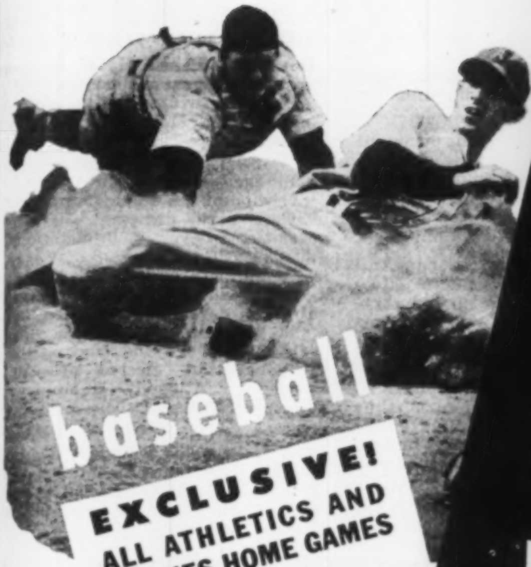
(*Continued on page 338*)

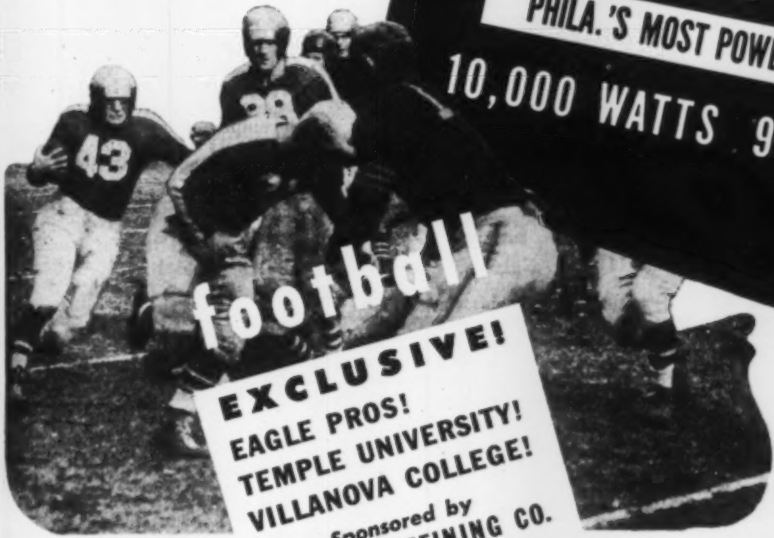
In Philadelphia Sports means WIBG

PHILA.'S MOST POWERFUL INDEPENDENT

10,000 WATTS 990 KILOCYCLES



EXCLUSIVE!
ALL ATHLETICS AND PHILLIES HOME GAMES
Sponsored by
ATLANTIC REFINING CO.



EXCLUSIVE!
EAGLE PROS!
TEMPLE UNIVERSITY!
VILLANOVA COLLEGE!
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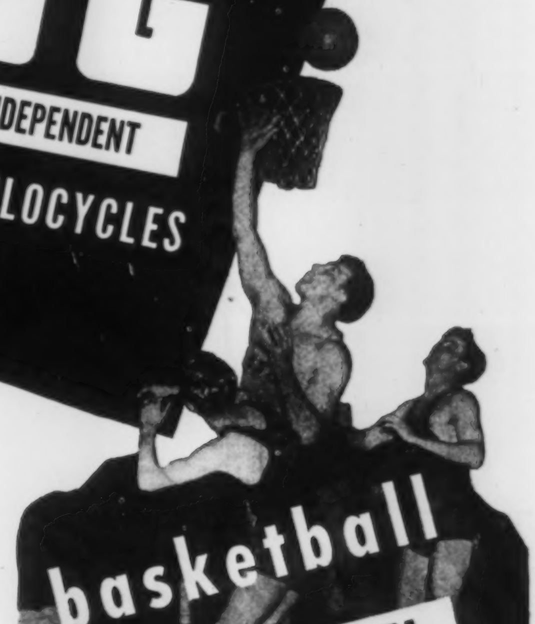

EXCLUSIVE!
COLLEGIATE BASKETBALL
From Convention Hall, Philadelphia and Madison Square Garden, New York
Sponsored by
TIDEWATER OIL COMPANY

● The sales-minded station in the sports-minded third largest market! Listeners know "if it's sports, you can hear it on WIBG." Combined with alert news coverage, plenty of music . . . and announcers with sales-ability, that's the story of Philadelphia's Best Radio Buy!

REPRESENTED BY (In New York) JOSEPH LANG, • (Nationally) SPOT SALES INC.

NEWS! MUSIC! WIBG IS THE STATION!

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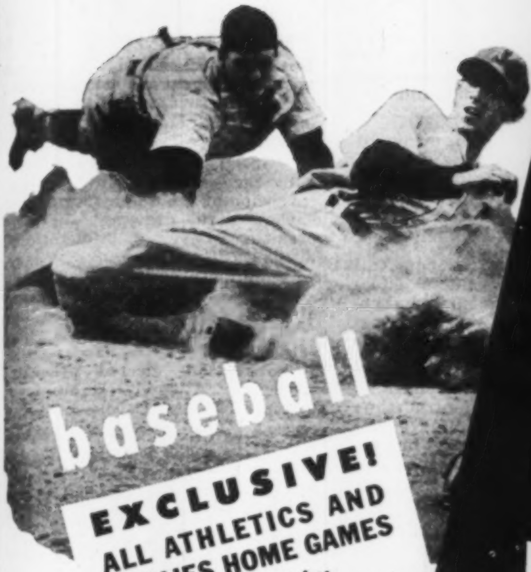

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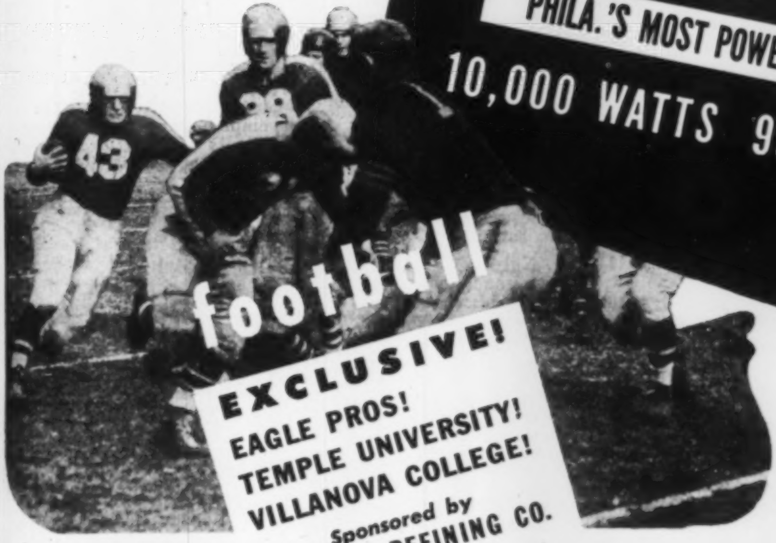

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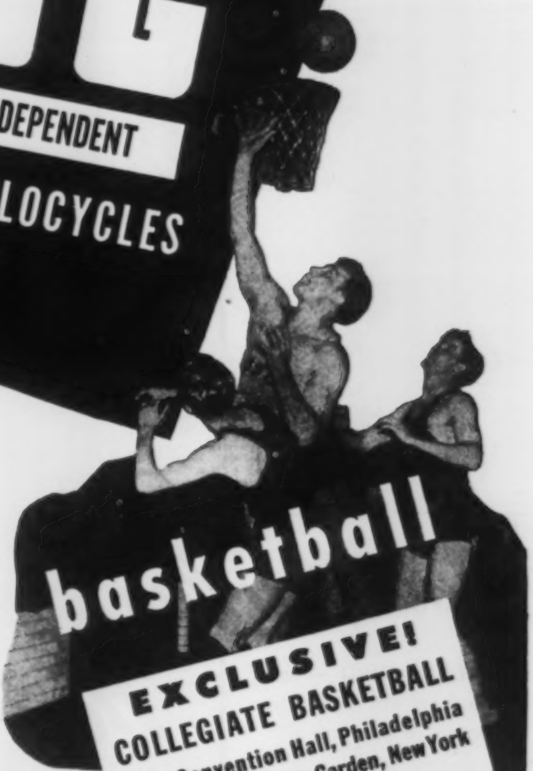

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NEWS! MUSIC! WIBG IS THE STATION!

(*Continued on page 336*)

at about 5 cents per day with only subscribers, who would rent receivers, getting three-ply program service. Other receivers would pick up heterodyne or "pig squeal" on channels on which subscription radio would be broadcast.

Oct. 13—President Roosevelt strikes back at Petrillo's refusal to call off recording strike and orders new legal study to explore possible action.

Oct. 16—President Roosevelt reaffirms belief radio can be effective in a democracy only "if it is free of all arbitrary restrictions, whether Governmental or private."

Oct. 22—Radio scores new triumph in split-second war coverage of MacArthur's return to Philippines. Radio ship set up in Pacific theatre to relay press and radio traffic. Maj. A. A. Schechter, former NBC news chief, directs radio coverage.

Oct. 23—Morrie Pierce, vice-president of WJR Detroit, WGAR Cleveland, KMPC Hollywood, on leave as chief engineer for Psychological Warfare Branch, OWI, arranges for American capture of Radio Luxembourg, marking his second conquest of the war. In September 1943 he ingeniously planned the radio operation which brought about surrender of the Italian fleet.

Nov. 2—FCC concludes five weeks of hearings on postwar allocations. Immediately plunges in to clear up conflicting space demands with likelihood of proposed report in early January.

Nov. 6—Sen. Burton K. Wheeler (D-Mont.), chairman of Senate Interstate Commerce Committee, assails radio as monopolistic and "dollar hungry" in 10-point indictment published in *The Progressive*—La Follette weekly.

Nov. 7—Greatest audience in history hears Presidential election returns which swept Franklin D. Roosevelt into his fourth term. C. E. Hooper Inc. placed audience at 50.3% for the hours from 7-10:30 p.m. compared with previous Hooper high of 37.5% sets in use on D-Day and 48.9% on Pearl Harbor Day, Dec. 7, 1941.

Nov. 11—RCA and Columbia Recording Co. capitulate to Petrillo demands to terminate recording strike and accept under virtual duress provisions for payment of royalties into private AFM fund estimated at $4,000,000 per year. Surrender came after companies despaired of Government relief.

Nov. 16—Paul A. Porter, former CBS Washington counsel, Government official and publicity director of the Democratic National Committee, nominated by President Roosevelt to succeed Fly as FCC chairman. When Congress adjourned Dec. 19 without considering nomination, President Roosevelt gave Porter recess appointment as chairman and he took office Dec. 21.

Nov. 20—Robert E. Freer, Federal Trade Commission chairman, praises radio advertising in New York address but stresses necessity for truth in advertising and for full disclosures on air.

Nov. 22—Wilton E. Hall, owner of WAIM Anderson, S. C., and newspaper publisher of that city, appointed by Gov. Olin D. Johnston to Senate to fill unexpired term of the late Sen. Cotton Ed Smith.

Nov. 24—WWJ Detroit bans all transcribed announcements effective Feb. 1 and stirs up industry-wide controversy. Other stations later follow suit.

Nov. 24—National Labor Relations Board smashes Petrillo plans to force hiring of platter-turners at stations by giving NABET jurisdiction in all areas save Chicago. Strike threat immediately looms as Petrillo again defies Board.

Nov. 28—House probe of FCC closed to public. John J. Sirica, general counsel of the Committee, denouncing the Committee's action, resigns in open session.

Dec. 1—Robert D. Swezey, general counsel of the Blue, named vice-president and assistant general manager of Mutual by its new president, Edgar Kobak. Phillips Carlin, former program vice-president of the Blue, moves to Mutual in similar post.

Dec. 4—WJZ New York following WWJ move against transcriptions, bans chainbreak spots from 8 to 10 p. m., permitting only time signals.

Dec. 4—Senate Interstate Commerce Committee unanimously reports out bill (S-1957) by Sen. Vandenburg (Rep. Mich) prohibiting AFM's Petrillo from interfering with the broadcasting of noncommercial cultural programs by educational institutions.

Dec. 11—Lt. Noren E. Kersta, USMCR, former manager of the NBC television department, calls upon video interests to get together on compromise plan which will speed development of art. Plan he proposes in exclusive BROADCASTING story draws attention of NBC-CBS video policy makers.

Dec. 11—J. Harold Ryan, NAB president, calls upon radio to employ its ingenuity in observing the art's 25th anniversary beginning on Jan. 1, 1945; issues special musical theme, projecting motif of "V for Victory" and symbolic banner to be employed by stations in promoting observance.

Dec. 13—FCC adopts sponsor identity rule, interpreting provision of Sec. 317 of the Communications Act of 1934, with amendments.

Dec. 15—Six major stations join Blue Network, 5 of them switching affiliation from CBS and MBS. Six are KRNT Des Moines, WNAX Yankton, WCOP Boston, all properties of Cowles Broadcasting Co.; WFTL Miami of the Fort Industry Co.; WPDQ Jacksonville and WLAW Lawrence. Switch seen as presaging network scramble for new affiliates. Contracts signed Dec. 15, first date permitting such negotiations under FCC rules put into effect June 15, 1943.

Dec. 15—NBC-Blue given ultimatum by NABET that unless jurisdiction of turntable operations granted union immediately, there will be strike.

Dec. 15—Broadcast Measurement Bureau meets to approve charter.

Dec. 18—Rosel H. Hyde, veteran assistant general counsel of FCC, seen as best winter bet to succeed Comdr. T. A. M. Craven to Commission.

Dec. 18—Television Broadcasters Assn. Inc. conducts first annual convention at the Commodore Hotel in New York, drawing 750 delegates and over 300 additional guests, mostly from ranks of movies, manufacturers and advertising agencies. Speakers call for united effort to develop new video art. J. R. Poppele, chief engineer of WOR New York and chairman of the convention, elected president succeeding Allen B. DuMont of DuMont Research Labs.

Dec. 25—FCC denies request of NBC and Cowles Broadcasting Co. seeking relief amendments to two of the network regulations, upheld by Supreme Court in prior action May 10, 1943.

Dec. 25—J. Leonard Reinsch, managing director of Cox stations and former radio director Democratic National Committee for 1944 presidential campaign calls upon stations to plan now for 1948 campaign in the interest of better political coverage.

Dec. 25—NABET-network-Petrillo platter turner issue still spinning with Blue's president, Mark Woods, asking stations and NAB to keep out of controversy. Blue's strategy obviously to get matter into courts.

Dec. 31—Survey of radio outlook for 1945 by BROADCASTING indicates another record year in billings but with emphasis on war programming. Gross billings in 1944 estimated at about $350,000,000.

OHIO
DAYTON
INDIANA
It's there
And You Can Reach It
Now!!

★ DAYTON, OHIO—one of the key war production centers of the nation.

FOR "BUSINESS GETTING" COVERAGE IT'S WHIO IN DAYTON

Write for Facts & Figures

WHIO

5000 WATTS
1290 ON THE DIAL

A BASIC CBS STATION
UP-INS-PA NEWS COVERAGE

G. P. Hollingbery Co., Representatives
Harry S. Cummings, Southeastern Representative

●

TO ENABLE US TO SERVE YOU BETTER, PLEASE SEND CHANGE OF ADDRESS NOTICE TWO WEEKS IN ADVANCE. WE'LL DO OUR UTMOST TO REACH YOU AT YOUR NEW ADDRESS ON TIME.

●

BROADCASTING
MAGAZINE

Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. N.W. Washington, D. C. National 3870	William Green, Pres.
Congress of Industrial Organizations	CIO	718 Jackson Pl., N.W. Washington, D. C. Executive 5581	Philip Murray, Pres.
American Communications Association	CIO	5 Beekman St. New York City Courtland 7-1374	Joseph P. Selly, Pres.
International Brotherhood of Electrical Workers	AFL	1200 15th St. N.W. Washington, D. C. District 3766	E. J. Brown, Pres.
American Federation of Musicians	AFL	570 Lexington Ave. New York City Plaza 8-0600	James C. Petrillo, Pres.
International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	Richard F. Walsh, Pres.
Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Murray Hill 5-6930	Peter Lyon, Nat'l Pres. Robert Newman, V.P. Eastern Region
		360 N. Mich. Ave Chicago Central 6769	Pauline Hopkins, V.P. Mid-Western Region
		1655 N. Cherokee Ave. Hollywood	Sam Moore, V.P. Western Region
American Newspaper Guild	CIO	63 Park Row New York City Rector 2-0491	Milton Murray, Pres.
Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Paul Dullzell, Pres.
National Assn. of Broadcast Engineers & Technicians	(NABET)	1509 N. Vine St. Hollywood, Cal. Granite 7273	J. H. Brown, Pres.
Organizations affiliated with Associated Actors & Artistes of America			
Actors Equity Assn.	AFL	45 W. 47th St. New York City Bryant 9-3550	Bert Lytell, Pres. Paul Dullzell, Ex. Secy.-Treas.
American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Lawrence Tibbett, Pres. Mrs. Emily Holt, Ex. Secy.
American Guild of Musical Artists Inc.	AFL	2 W. 45th St. New York City Murray Hill 2-8407	Lawrence Tibbett, Pres.
American Guild of Variety Artists	AFL	1697 Broadway New York City Circle 6-7130	Matt Shelvey, National Director
Radio Directors Guild		114 E. 52nd St. New York 22 Plaza 3-4300	Jerry Devine, Pres. Wm. Robson, V.P.
		1537 N. Vine St. Hollywood 28 Hillside 2183	Don Bernard, Pres. Paul Frankel, V.P.
Screen Actors Guild	AFL	7046 Hollywood Blvd. Hollywood, Cal. Hollywood 7311	George Murphy, Pres. John L. Dales Jr. Ex. Secy.
		545 Fifth Ave. New York City Murray Hill 2-0184	Mrs. Florence Marston, Eastern Representative
United Office & Professional Workers of America	CIO	1860 Broadway New York City Circle 7-4395	Lewis Merrill, Pres.

Members of
FEDERAL COMMUNICATIONS BAR ASSN.
(Washington Attorneys Only)

Asterisk (*) indicates now in military service

For Officers and Directors, see page 445

Albertson, Fred W., Munsey Bldg. Telephone: Metropolitan 3535.

Bailey, Clyde S., National Press Bldg. Telephone: National 7257.

*Baldwin, James W., 5501 Lincoln Ave., Bethesda, Md. Telephone: Wisconsin 2728.

Bastian, Walter M., National Press Bldg. Telephone: National 3628.

Bechhoefer, B. G., 3107 Cleveland Ave., N.W. Telephone: Ordway 3662.

Beebe, Raymond N., 815 Fifteenth St., N. W. Telephone: National 4056.

*Beelar, Donald C., 5047 Sedgwick, N.W. Telephone: Woodley 6446.

Bennett, Andrew W., Edmonds Bldg. Telephone: Republic 3607.

Benton, John E., New P. O. Bldg. Telephone: National 7326.

Bingham, Herbert M., Tower Bldg. Telephone: District 2141.

Blanton, Matthews, Earle Bldg. Telephone: National 8417.

Brady, John B., Colorado Bldg. Telephone: National 4806.

Caldwell, Louis G., National Press Bldg. Telephone: Metropolitan 1464.

Cambron, Charles Ray, 355 Senate Office Bldg. Telephone: National 3120.

Canfield, Austin F., Woodward Bldg. Telephone: District 3184.

Carson, Byron G., Tower Bldg. Telephone: National 0080.

Cogswell, Robert F., Hibbs Bldg. Telephone: National 6667.

Cohen, Lester, Colorado Bldg. Telephone: National 2006.

Coleman, J. Randolph, Jr., 725 13th St., N. W. Telephone: Metropolitan 9900.

Colladay, Edward F., 1331 G St. N. W. Telephone: National 0790.

Curry, John R., Shoreham Bldg. Telephone: National 5731.

Dalberg, Melvin H., National Press Bldg. Telephone: National 3431.

David, Alan B., Munsey Bldg. Telephone: Metropolitan 0023.

Dempsey, Wm. J., Bowen Bldg. Telephone: Republic 6363.

Denslow, L. Alton, Colorado Bldg. Telephone: National 9127.

Diamond, Sidney A., 1627 K St., N.W. Telephone: Executive 2715.

Drain, Dale D., 1422 F St. N. W. Telephone: National 0200.

Driscoll, H. D., 1025 Conn. Ave., N.W. Telephone: National 7128.

Duvall, Charles F., Earle Bldg. Telephone: District 4234.

Fisher, Ben S., Earle Bldg. Telephone: District 4234.

*Fletcher, Frank U., Munsey Bldg. Telephone: Metropolitan 0023.

Foley, James F., Arlington Village, Arlington, Va. Telephone: Chestnut 7500.

Gerrity, Harry J., Hill Bldg. Telephone: Metropolitan 0251.

Gordon, Spencer, Union Trust Bldg. Telephone: National 3730.

Granik, Theodore F., 1627 K St. N. W. Telephone: Republic 5995.

*Guider, John W., 34 Kalorama Circle. Telephone: Dupont 3616.

*Haley, Andrew G., Earle Bldg. Telephone: National 5535.

Hanley, James H., Tower Bldg. Telephone: Metropolitan 2940.

Hanson, Elisha, 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.

Hart, David A., 815 Fifteenth St., N.W. Telephone: National 1955.

Hayden, James J., 112 E. Bradley Lane, Chevy Chase, Md. Telephone: Wisconsin 2614.

Heffron, Edward J., 1312 Massachusetts Ave., N. W. Telephone: Republic 3553.

Hennessey, Philip J., Jr., Woodward Bldg. Telephone: District 5405.

*Hidalgo Edward K.

Hildreth, Melvin D., Evans Bldg. Telephone: National 0327.

Horne, Richard C., Jr., McGill Bldg. Telephone: National 6719.

*Hurley, John J., 4717 S. Chelsea Lane, Bethesda, Md. Telephone: Wisconsin 3032.

Hyde, Rosel H., FCC, Telephone: Executive 3620.

Jameson, Guilford S., Investment Bldg. Telephone: National 6232.

Jansky, Maurice M., 815 15th St. Telephone: National 4056.

Jevons, Richard A., 1312 Saratoga Ave., N. E. Telephone: Dupont 5496.

Johnson, Walter, Star Bldg. Telephone: Metropolitan 1906.

Johnston, E. D., National Press Bldg. Telephone: Metropolitan 1464.

*Keller, Joseph E., Munsey Bldg. Telephone: Metropolitan 3722.

*Koplovitz, Wm. C., Bowen Bldg. Telephone: Republic 6363.

Landa, Alfons B., 815 Fifteenth St., N. W. Telephone: National 4056.

Leahy, William E., Shoreham Bldg. Telephone: District 0558.

LeRoy, Howard S., Colorado Bldg. Telephone: National 9127.

Littlepage, John M., Investment Bldg. Telephone: District 3723.

*Littlepage, Thomas P. Jr., Investment Bldg. Telephone: District 3723.

Lohnes, Horace L., Munsey Bldg. Telephone: Metropolitan 3535.

Loucks, Philip G., National Press Bldg. Telephone: Metropolitan 1070.

Lovett, Eliot C., 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.

May, Robert E., Shoreham Bldg. Telephone: Republic 4123.

McCormick, H. L., 1901 Glebe Rd., Arlington, Va. Telephone: Chestnut 0877.

Miller, Neville, NAB, 1760 N St., N. W. Telephone: National 2080.

Montfort, Louis B., Munsey Bldg. Telephone: National 9280.

O'Connor, John, Washington Bldg. Telephone: Republic 1080.

*Patrick, Duke M., 2737 Devonshire Place, N. W. Telephone: Adams 4110.

Pierson, W. Theodore, Munsey Bldg. Telephone: Republic 3934.

Place, Russell P., NAB, 1760 N St., N. W. Telephone: National 2080.

Porter, George B., Earle Bldg. Telephone: National 5535.

Porter, Paul A., 6001 Broad Branch Rd., N. W. Telephone: Woodley 7911.

*Porter, William A., Bowen Bldg. Telephone: Metropolitan 3475.

*Powell, Bolling R. Jr., P. O. Box 416, Vienna, Va. Telephone: Vienna 198-W.

Pratt, Elmer W., Second National Bank Bldg. Telephone: National 0790.

*Prime, E. Gardner.

*Proffitt, James L., 1210 Massachusetts Ave., N. W. Telephone: District 5003.

Roberson, Frank, Munsey Bldg. Telephone: Metropolitan 0023

Rollo, Reed T., National Press Bldg. Telephone: Metropolitan 1464.

*Russell, Percy H. Jr., National Press Bldg. Telephone: Metropolitan 1464.

*Scharfeld, Arthur W., National Press Bldg. Telephone: Metropolitan 1070.

*Schroeder, Arthur H., 3823 S Street, N. W. Telephone: Emerson 6452.

Scott, Frank D., Munsey Bldg. Telephone. National 7533.

*Segal, Paul M., Woodward Bldg. Telephone: District 5405.

Shea, George F., Tower Bldg. Telephone: District 2400.

Smith, George S., Woodward Bldg. Telephone: District 5405.

Smith, Karl A., Colorado Bldg. Telephone: National 2006.

Smith, William Montgomery, Shoreham Bldg. Telephone: National 0928.

Southmayed, John P., Earle Bldg. Telephone: District 4234.

Spearman, John C., Munsey Bldg. Telephone: Metropolitan 0023.

Spearman, Paul D. P., Munsey Bldg. Telephone: Metropolitan 0023.

Stollenwerck, Frank, National Press Bldg. Telephone: National 7846.

Sutton, George O., National Press Bldg. Telephone: National 7949.

Sykes, Eugene O., Munsey Bldg. Telephone: Metropolitan 0023.

Tumulty, Joseph P., Jr., 1317 F St. N. W. Telephone: National 2121.

Van Den Berg, George, Evans Bldg. Telephone: District 4163.

Van Orsdel, Ralph A., 725 Thirteenth St. N. W. Telephone: Metropolitan 9900.

Waddell, James E., Bowen Bldg. Telephone: National 2968.

*Walker, Ralph L., FCC. Telephone: Executive 3620.

*Warner, Harry P., Woodward Bldg. Telephone: District 5405.

Wayland, Charles V., Earle Bldg. Telephone: District 4234.

Welch, Francis X., Munsey Bldg. Telephone: National 0527.

Wheat, Carl I., Shoreham Bldg. Telephone: Republic 4123.

Wheeler, Edward K., Bowen Bldg. Telephone: Metropolitan 3475.

Willebrandt, Mabel Walker, Shoreham Bldg. Telephone: National 0928.

Williams, A. Rea, Investment Bldg. Telephone: District 3723.

*Wilson, Thomas Winfield, Munsey Bldg. Telephone: Metropolitan 3535.

Wright, James Warren, Bureau of Ships, Navy Dept. Telephone: Republic 7400.

*Yourd, Kenneth L., CBS, Earle Bldg. Telephone: Metropolitan 3200.

REGIONAL NETWORKS OF THE UNITED STATES

(For rates and details, consult stations or headquarters indicated)

ARIZONA BROADCASTING Co. (ABC) NETWORK—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe; KYCA, Prescott. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; L. D. Bradbury, KTAR, promotion manager; John Snow, KTAR, news editor. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK — Comprising KOY Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Albert Johnson, KOY; Lee Little, KTUC; Carl Morris, KSUN.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KTHS, Hot Springs; KCMC, Texarkana; KFFA, Helena, Ark.; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC, Memphis, Tenn. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; H. E. Westmoreland, director of operations.

CONNECTICUT STATE NETWORK—Regional network comprising WSRR, Stamford; WNAB, Bridgeport; WNBC, Hartford; WELI, New Haven; WNLC, New London; WATR, Waterbury. Officers: Harold H. Meyer, WSRR, president. Represented nationally by Helen Wood, New York; Bertha Bannan, Boston.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines during daytime hours by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO. Sales manager: Hale Bondurant, WHO. National representatives: Free & Peters Inc.

DAIRYLAND NETWORK—Comprising WTCN, Mnpls.-St. Paul; KATE, Albert Lea; KWIM, Willmar, and KWNO, Winona. All in Minnesota. Headquarters: Wesley Temple Bldg., Minneapolis 4. Telephone: Main 6562.

DANIEL BOONE REGIONAL NETWORK—Regional hookup comprising WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va.; WKPT, Kingsport, Tenn. General manager, Harold Thoms, WISE. Represented by individual station representatives and by Burn-Smith Co. Inc., and (Southeast) by Harry E. Cummings, Barnett Bank Bldg., Jacksonville, Fla.

DON LEE BROADCASTING SYSTEM—*Southern California:* KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo, *Northern California;* KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KFRE, Fresno; KYOS, Merced. *Northwest (Oregon)*: KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield; KAST, Astoria; KUIN, Grants Pass; KWIL, Albany; KBNO, Bend; KSLM, Salem. *Northwest (Washington)*: KOL, Seattle; KMO, Tacoma; KIT, Yakima; KXRO, Aderbeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; KFIO, Spokane; KUJ, Walla Walla; KWAL, Wallace, Idaho, and KRLC, Lewiston, Idaho. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles. Executive officers: Lewis Allen Weiss, vice-president and general manager; Sydney Gaynor, general sales manager.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price; KVNU, Logan; all in Utah; KID, Idaho Falls, Idaho; KVRS, Rock Springs, Wyo. Offices: 248 S. Main St., Salt Lake City, and Hotel Ben Lomond, Ogden. Lynn L. Meyer, general manager. Represented nationally by Joseph Hershey McGillvra.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGVB, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; John T. Schilling, program coordinator. Headquarters: WHB, Scarritt Bldg., Kansas City. Representative: Don Davis.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: Tower-Petroleum Bldg., Dallas. Operating Committee: O. L. Taylor, KTSA, chairman; Tilford Jones, KXYZ-KRIS; Harold Hough, KGKO. Managing Director: Clyde B. Melville.

MARYLAND ALL-HOME NETWORK — Comprising WFBR, Baltimore; WJEJ, Hagerstown; WBOC, Salisbury. Headquarters: WFBR. Represented nationally by John Blair & Co.

MASON DIXON RADIO GROUP—Regional group comprising WDEL, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. and Radio Advertising Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

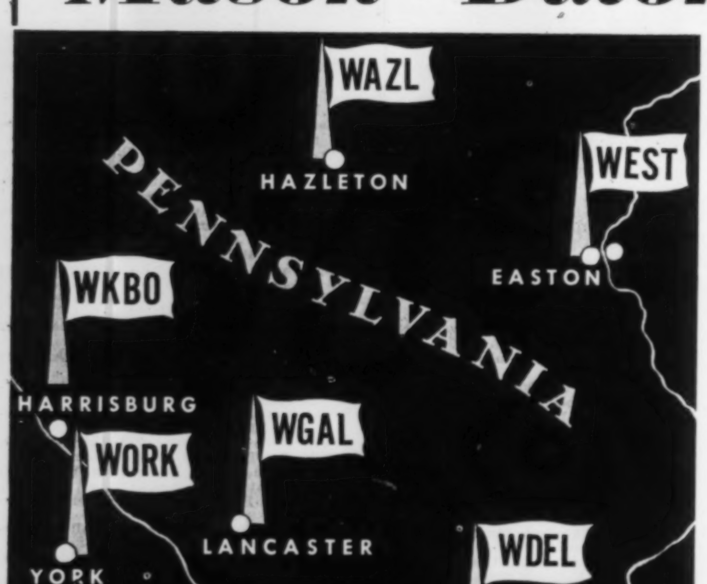
MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WSOO, Sault Ste. Marie. Available as a regional network and also sold as a unit of Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; James G. Riddell, assistant commercial manager; Lambert B. Beeuwkes, advertising, sales promotion and publicity director; Bess Ashton, traffic manager. Represented nationally by Paul H. Raymer Co.

MINNESOTA RADIO NETWORK—Regional group comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Key station: KSTP, St. Paul. Represented nationally by Edward Petry & Co.

NEW ENGLAND REGIONAL NETWORK—Special regional network of NBC-affiliated stations, comprising WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCSH, Portland; WLBZ, Bangor. Supplementary stations: WFEA, Manchester, N. H.; WRDO, Augusta, Me. Available with WEAF, New York, by special arrangement. Directors: Paul W. Morency, WTIC, chairman; Lee B. Wailes, Westinghouse Radio Stations; John J. Boyle, WJAR; William E. Rines, WCSH; Thompson Guernsey, WLBZ. Operations Director: Paul W. Morency. Represented nationally by Weed & Co.

(*Continued on page 342*)

Mason • Dixon Radio Group



6 Stations Covering One of Today's Greatest Sales-Producing Areas

This group of stations offers advertisers rich sales opportunities. The markets covered are diversified—industrial and agricultural—now booming with activity. For information write main office, 8 West King St., Lancaster, Pa., or national representative.

WDEL Wilmington, Del.
WORK York, Penna.
WGAL Lancaster, Penna.
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WAZL Hazleton, Penna.
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NATIONAL REPRESENTATIVES

WKBO • WORK • WGAL • WDEL: *Paul H. Raymer Co.*
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ACCEPTANCE
IS THE
YANKEE NETWORK'S
FOUNDATION

IN NEW ENGLAND, character builds institutions. Acceptance is founded upon character — upon confidence built up over the years.

THE YANKEE NETWORK (where network broadcasting originated) was not built in a day. From a modest start, its coverage area was added to, its affiliations continually strengthened — based always on the idea of getting close to the audience through the neighborly influence, the local acceptance of the hometown station.

Today, with twenty-one hometown stations plus Yankee FM — WGTR-WMTW, with more than twenty years of friendly relations with *all the listeners of New England*, THE YANKEE NETWORK continues to build acceptance on that same foundation.

It is no accident, therefore, that 1944 was THE YANKEE NETWORK'S greatest year, measured in new contracts and renewals.

Our new clients, as well as our many old time partners in our success, participated in the increased benefits from loyal listeners' response to programs of truly New England character, interpreted by genuine New England personalities.

For 1945, our pledge for even greater acceptance is soundly based on the solid foundation of more than twenty years' success.

21 STATIONS

WNAC	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WAAB	Worcester
WCSH	Portland
WLLH	Lowell Lawrence
WSAR	Fall River
WLBZ	Bangor
WTHT	Hartford
WATR	Waterbury
WFEA	Manchester
WBRK	Pittsfield
WHYN	Holyoke Springfield
WNLC	New London
WEIM	Fitchburg
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn
WHAI	Greenfield
WSYB	Rutland
WHEB	Portsmouth

Plus Yankee FM
WGTR-WMTW

WHTD Hartford, (formerly WNBC) is now under Yankee Network Management

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Regional Networks of the United States

(*Continued from page 340*)

NORTH CENTRAL BROADCASTING SYSTEM, Inc.—A regional network comprising WLOL, Minneapolis-St. Paul; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KWLM, Willmar, Minn.; KDLR, Devils Lake, N. D.; KSJB, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D.; KVFD, Fort Dodge, Ia.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WEAU, Eau Claire, Wis.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WDMJ, Marquette, Mich.; WDBC, Escanaba, Mich.; WHDF, Calumet, Mich.; KOVC, Valley City, N. D.; KELO and KSOO, Sioux Falls, S. D.; KOBH, Rapid City, S. D.; KTRI, Sioux City, Ia.; KFJB, Marshalltown, Ia.; KROS, Clinton, Ia.; KDTH, Dubuque, Ia.; KICD, Spencer, Ia. Outlets in other regional cities available on order. Headquarters: First National Bank Bldg., St. Paul. Branch Offices: 8 E. 41st., New York; 360 N. Michigan Ave., Chicago. Officers: John W. Boler, president and treasurer; Edythe Iverson, secretary; Don Clayton, vice-president; Florence Tibeau, comptroller; Harlan Ohde, mdsng. manager.

NORTHWEST NETWORK—Comprising KSTP, St. Paul; KROC, Rochester, Minn.; KYSM, Mankato, Minn.; KFAM, St. Cloud, Minn.; WEAU, Eau Claire, Wis.; WDAY, Fargo, N. D.; KFYR, Bismarck, N. D.; WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Headquarters: KSTP, St. Paul Hotel, St. Paul. Sales Office. KSTP. Hotel Raddison, Minneapolis. Officials: Stanley E. Hubbard, general manager; Kenneth M. Hance, treasurer; Ray C. Jenkins, sales manager.

OKLAHOMA NETWORK—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSO, Ardmore; all stations affiliated with Blue Network. Available as a regional network. Headquarters: APCO Tower, Oklahoma City. Managing Director: Robert D. Enoch, KTOK. Represented nationally by Taylor-Howe-Snowden Radio Sales.

PACIFIC BROADCASTING COMPANY—Affiliated with Mutual Broadcasting System and Don Lee Broadcasting System. Washington Outlets: KELA, Centralia; KFIO, Spokane; KGY, Olympia; KIT, Yakima; KMO, Tacoma; KOL, Seattle; KRKO, Everett; KUJ, Walla Walla; KWLK, Longview; KXRO, Aberdeen. Oregon Outlets: KALE, Portland; KAST, Astoria; KBND, Bend; KFJI, Klamath Falls; KOOS, Marshfield; KORE, Eugene; KRNR, Roseburg; KSLM, Salem; KUIN, Grants Pass; KWIL, Albany. Idaho Outlets: KRLC, Lewiston; KWAL, Wallace. Canadian Outlet: CKWX, Vancouver, B. C. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SOUTH CENTRAL QUALITY NETWORK—Regional network comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station, plus line charges. Headquarters, each station.

SOUTHERN MINNESOTA NETWORK—Regional network comprising KROC, Rochester; KYSM, Mankato; KATE, Albert Lea. Headquarters: Any station. Manager: John F. Meagher, KYSM. Represented nationally by the John E. Pearson Co.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI, Kern Tips, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFYO, Lubbock; KFRO, Longview; KBWD, Brownwood; KMAC, San Antonio; KRLH, Midland. Gene L. Cagle, president. Headquarters: 1201 W. Lancaster, Fort Worth 1.

TOBACCO NETWORK—Regional network of North Carolina stations comprising WGTM, Wilson; WGTC, Greenville; WGBR, Goldsboro; WRAL, Raleigh; WFNC, Fayetteville; WHIT, New Bern. Executives: Fred Fletcher, WRAL, president; Lewis N. Howard, WHIT, vice-president; Harry G. Bright WGBR, secretary; Allen Wannamaker, WGTM, treasurer and program director. Headquarters: P. O. Box 1150, Raleigh. Represented nationally by The Walker Co.

WEST VIRGINIA NETWORK — Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: Capt. John A. Kennedy, president; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WISCONSIN NETWORK—Network comprising WHBY, Appleton; KFIZ, Fond du Lac; WCLO, Janesville; WIBU, Poynette-Madison; WRJN, Racine; WHBL, Sheboygan; WSAU, Wausau; WFHR, Wisconsin Rapids. Main office: Wisconsin Rapids, Wis. Supplementary Stations: WMAM, Marinette; WTAQ, Green Bay; WEAU, Eau Claire; WJMS, Ironwood, Mich.; WATW, Ashland; WDSM, Superior; WEMP, Milwaukee; WKBH, La Crosse; WOSH, Oshkosh; WIGM, Medford; WJMC, Rice Lake; WOMT, Manitowoc. Main office: Wisconsin Rapids. Don C. Wirth, managing director.

WOLVERINE NETWORK—Regional network comprising WLAV, Grand Rapids (key station); WKBZ, Muskegon; WKLA, Ludington; WTCM, Traverse City; WDBC, Escanaba, WDMJ, Marquette; WHDF, Calumet; WELL, Battle Creek; WIBM, Jackson; WHLS, Port Huron. All in Michigan. WJJD and/or WIND, Chicago, may be added. Officers: Roy C. Kelley, president; Hy M. Steed, manager.

YANKEE NETWORK — Comprising WNAC, Boston, Mass.; WTHT, Hartford, Conn.; WEAN, Providence, R. I.; WATR, Waterbury, Conn.; WHYN, Holyoke-Springfield, Mass.; WAAB, Worcester, Mass.; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WEIM, Fitchburg, Mass.; WSYB, Rutland, Vt. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. Officers: John Shepard 3rd, chairman of board; William F. O'Neil, president; Linus Travers, executive vice-president; George W. Steffy, vice-president; William O'Neil, treasurer; Robert F. Ide, assistant treasurer.

Z-NET (Z-BAR NETWORK)—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hook up. Managing Director: Ed Craney, KGIR.

Dallas
Fort Worth
Waco
Austin
San Antonio
Beaumont
Port Arthur
Houston
Galveston
Corpus Christi

IT TAKES ONLY 4 TO COVER TEXAS

The four powerful stations making up the Texas Quality Network cover the state—adequately and economically. And healthy portions of neighboring Oklahoma, Arkansas and Louisiana are thrown in for extra measure!

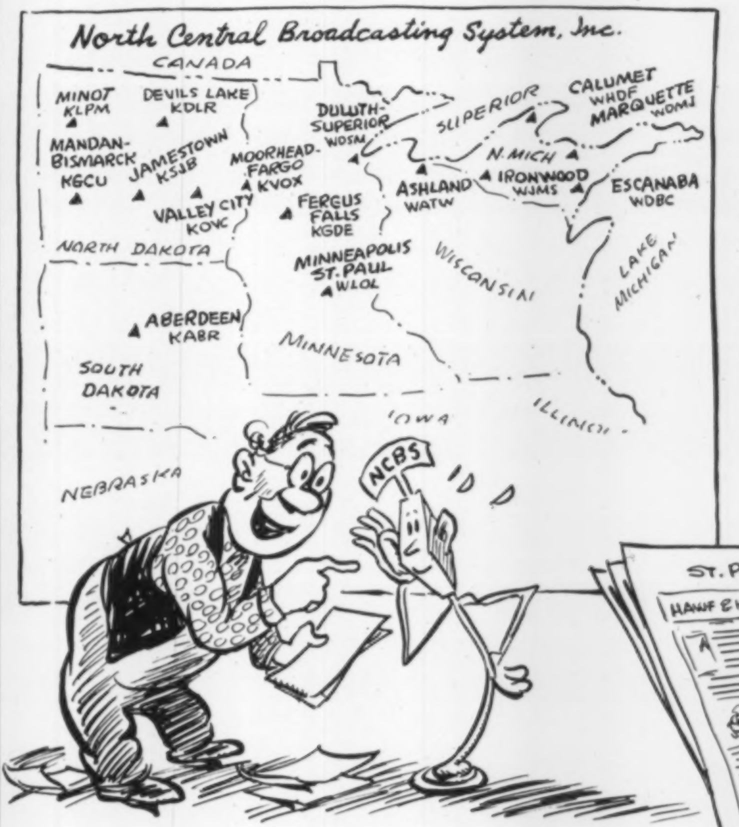
If you want to reach the war-booming population centers of Dallas-Fort Worth, San Antonio and Houston—plus the many thriving smaller cities and the prosperous rural sections of the great Southwest—place your schedule with the Texas Quality Network. TQN has a 10-year record of performance in this big and wealthy area.

EDWARD PETRY & CO.
National
Representatives

TEXAS QUALITY NETWORK

WFAA-WBAP Dallas-Ft. Worth, WOAI San Antonio, KPRC Houston

A POCKETFUL OF HISTORY


North Central Broadcasting System, Inc.
CANADA
MINOT KLPM
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JAMESTOWN KSJB
MOORHEAD-FARGO KVOX
VALLEY CITY KOVC
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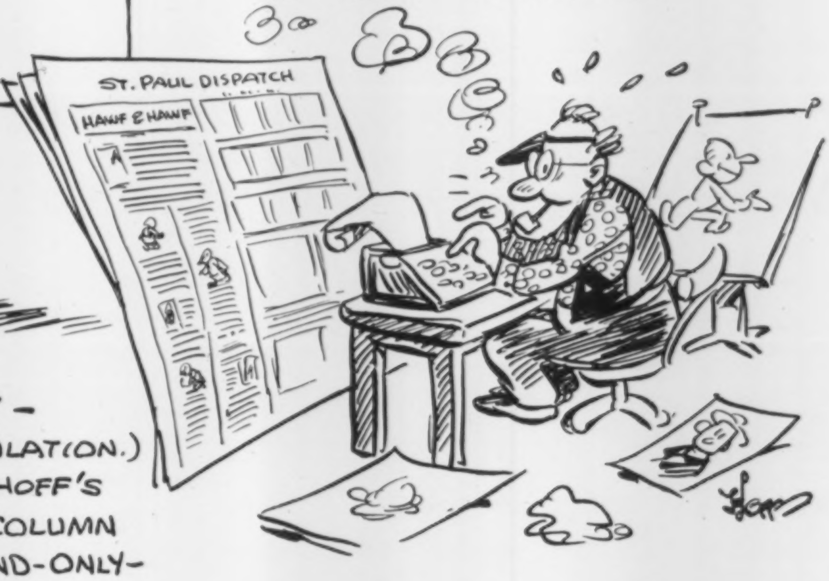
NCBS

AND A HANDFUL OF FOOLISH FOOTNOTES

DELIVERED BY Hoff

NEWS COMMENTATOR - HUMORIST.

IN JUST **FOUR** WEEKS HOFF HAS GAINED AN ENTHUSIASTIC AUDIENCE OF NCBS LISTENERS WHO DIGEST HIS NEWS WITH THEIR LUNCH (12:15-12:30 CWT). HOFF'S STYLE OFFERS PLENTY OF CHUCKLES, TOO! HE'S A MONDAY-THROUGH-FRIDAY LUNCHEON TREAT ON 15 NCBS STATIONS!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HUMOR COLUMNIST - CARTOONIST - (18 YEARS RUNNING - 115,000 CIRCULATION.) GALLUP READERSHIP POLL GIVES HOFF'S DAILY "HAWF & HAWF" HUMOR COLUMN IN ST. PAUL DISPATCH A SECOND-ONLY-TO COMICS RATING.

HUMOROUS CHALK TALKER

HOFF IS CONSTANTLY IN DEMAND FOR PERSONAL APPEARANCES! HE AVERAGES ONE TRIP WEEKLY OUT IN **NCBS** TERRITORY. THINK OF THE LOCAL DEALER TIE-UP YOU CAN MAKE WITH THESE PERSONAL SHOWS!

HE'S READY TO TELL 'EM ABOUT **YOUR** PRODUCT - **THE WAY THEY LIKE IT!**

WIRE OR PHONE US COLLECT FOR FACTS AND AN AUDITION.

NORTH CENTRAL BROADCASTING SYSTEM

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CEDAR 8579

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STATE 0361

National Association of Broadcasters: 1944-1945 Officers and Committees

Headquarters Office: 1760 N Street, N. W., Washington 6, D. C. Phone: NAtional 2080

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(District 9: Illinois; Wisconsin, excluding the counties of LaCross, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas.)

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E. L. Hayek, KATE, Albert Lea, Minn.
(District 11: Minnesota; North Dakota; South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson; Wisconsin, including the counties of LaCross, Monroe, Juneau, Adams, Marquette, Waushara, Portage, Wood, Jackson, Trempealeau, Buffalo, Pepin, Pierce, St. Croix, Dunn, Chippewa, Eau Claire, Clark, Marathon, Lincoln, Taylor, Rusk, Barron, Polk, Burnett, Washburn, Sawyer, Price, Oneida, Vilas, Iron, Ashland, Bayfield and Douglas; Michigan, including the counties of Ontonagon and Gogebic)

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J. Truman Ward (WLAC)	1934-1935
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Charles W. Myers (KOIN)	1936-1937
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Mark Ethridge (WHAS)	**3-30-38—7-1-38**
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—

* *Deceased*

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(*Continued on page 346*)

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(Continued from page 344)

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RADIO PARTICIPATION IN WAR INFORMATION CAMPAIGNS—1944

A Summary of Campaigns Conducted by OWI Domestic Radio Bureau with Time and Talent Contributed by Advertisers, Networks and Stations

OWI FACILITIES	No. of Programs	No. of War Messages		Est. "Listener-Impressions" Per Week	Est. Annual Value of Time & Talent (Net)
		Per Week	Per Year		
1. Network Allocation Plan	410	210	10,920	460,000,000	$39,000,000†
Sponsored	260				
Sustaining	150				
2. Special Assignment Plan	...	50	2,575	95,000,000	8,449,000†
3. National Spot & Regional Network Allocation Plan	185	1,617*	84,048	24,000,000	2,774,000†
4. Station Announcement Plan:	(Stations)				
Network Affiliates	621	26,082	1,356,264	....	....
Independent	272	17,136	891,072	....	....
Total	893	43,218	2,247,336	63,000,000	15,861,000
5 Special Events	32	......	....	....	57,600†
6. Women's Radio War Program Guide	1,000	......	....	....	....
TOTAL	...	45,095	2,344,879	642,000,000	$66,141,000

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*Represents number of station-broadcasts per week.
†Figures represent commercial value of time and talent of programs carrying OWI assigned messages.

TYPICAL OWI RADIO CAMPAIGNS IN 1944

Campaigns	Weeks	Programs	Station Announcements	Est. Listener Impressions	Est. Value of Time and Talent
WAC Recruiting	43	600	112,144	1,318,256,000	$2,700,000
Prepare for Winter	10	484	43,218	583,725,000	1,500,000
Victory Gardens	16	274	36,330	1,095,480,000	805,000
Red Cross War Fund	10	431	93,765	1,166,205,000	2,000,000
Fourth War Loan	5	472	87,994	1,390,543,000	2,574,000
War Production Comes First	4	226	......	519,798,000	1,000,000
Cadet Nurse Corps	13	223	25,515	625,695,000	1,250,000
Income Tax Regulations	8	315	10,248	686,345,000	1,314,000
Sixth War Loan	4	817	25,012	1,675,297,000	2,812,840
National War Fund	5	421	41,514	787,616,000	1,500,000

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Owing to wartime conversions of nearly all radio manufacturing plants, many of the products here listed are unavailable for the duration.

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acme Electric & Manufacturing Co.	Cuba, N. Y. New York Chicago	.... 220 E. 23rd St. 20 N. Wacker Drive	Cuba 4 Grammercy 5-2211 Andover 5620	Edward A. Miller Adolph Friedman Jack L. Rowe	Transformers
Acoustic Equipment Co.	Atlanta 3, Ga.	Walton Bldg.	Walnut 6714	P. C. Bangs	Transcriptions, recording
H. W. Acton Co. Inc.	New York 1	370 7th Ave.	Pennsylvania 6-0111	H. W. Acton	Transcription needles
Aerovox Corp.	New Bedford, Mass. New York Seattle St. Louis Cleveland Chicago Boston 14 Minneapolis Los Angeles 15 Denver Atlanta 3 Pittsburgh Detroit 24 Houston Kansas City, Mo.	.... 347 5th Ave. 2321 Second Ave. 593 Arcade Bldg. 219 Film Exchange Bldg. 9 S. Clinton St. 94 Portland St. 708 Sixth Ave. 1150 South Hill 4235 Quitman St. 5 Ivy St. 918 Hill 15126 E. Warren 306 West Bldg. 409 Reliance Bldg.	6-8221 Murray Hill 5-7090 Main 8811 Central 1677 Prospect 0719 Central 1894 Lafayette 3484 Main 1551 Richmond 9178 Crand 1768 Main 1005 Churchill 0838 Tuxedo 11220 Madison 2-4553 Victor 7050	Charles Golenpaul George Uzmann J. J. Backer Jules W. Beneke Charles H. Dolfuss, Jr. Fred R. Ellinger Harry Gerber H. A. Hildebrandt William C. Hitt Richard A. Hyde Brower Murphy Henry B. Parke Fred J. Stevens George G. Willison James P. Kay	Capacitors—mica, oil-filled, wax-filled, electrolytic
Airdesign & Fabrication, Inc.	Upper Darby, Pa.	241 Fairfield Ave.	....	L. E. Pamphilon	Power transformers, reactors, all types of audio transformers, iron core filters
Allied Record Mfg. Co.	Los Angeles 38	1041 N. Las Palmas	Hollywood 5107	Louis I. Goldberg	Processing and pressing, electrical transcriptions and records
Allied Recording Products Co.	Long Island City 1, N. Y.	21-09 43rd Ave.	Stilwell 4-2318	J. Strauss	Recording blanks and recording machines, accessories
Altec Lansing Corp.	Hollywood 38 New York 19	1161 N. Vine St. 250 W. 57th St.	....	John K. Hilliard H. S. Morris	Amplifiers, transformers, duplex loud speakers
American Transformer Co.	Newark, N. J.	178 Emmet St.	Bigelow 3-4444	Ivor B. Watts	Transformers—power and audio, voltage regulators, reactors, wave filters, rectifiers.
Amperex Electronic Corp.	Brooklyn, N. Y.	79 Washington St.	Cumberland 6-4430	Sam Norris	Transmitting tubes, power and rectifying
Amplifier Co. of America	New York 13	398 Broadway	Canal 6-7612	N. M. Haynes	Electronic equipment, regulated power supplies, amplifiers, transformers, filter networks
Andrew Co.	Chicago 19 Seattle Hollywood 28	363 E. 75 St. 2321 2nd Ave. 6406 W. Sunset Blvd.	Triangle 4400 Main 8811 Gladstone 0115	C. R. Cox Jas. J. Backer Leon A. Fry	Coaxial cables and accessories, antenna tuning, phasing and filtering equipment and components, tower lights and lighting accessories, high frequency antennas, phase monitors, remote antenna ammeters
Astatic Corp.	Conneaut, Ohio	Harbor and Jackson Sts.	12656	R. T. Schottenberg	Crystal and dynamic microphones, phonograph pickups
Audak Co.	New York 18	500 Fifth Ave.	Lackawanna 4-3723	G. V. Sullivan	Microdyne pickups and cutting heads
Audio Devices, Inc.	New York 22	444 Madison Avenue	Plaza 3-0973	Bryce Haynes	Recording blanks, playback and cutting points
Blaw-Knox Co.	Blawnox, Pa. Birmingham 3 Chicago 3 New York 17 Philadelphia 3 Washington 4, D. C.	.... Brown-Marx Bldg. Peoples Gas Bldg. 342 Madison Ave. 1617 Pennsylvania Blvd. 423 Munsey Bldg.	Sterling 2700 3-4931 Harrison 7633 Vanderbilt 6-0661 Rittenhouse 1681 Republic 3142	E. J. Staubitz William E. Balliet J. C. McQuide T. M. Avery W. F. Simmons J. N. Critchlow	Antenna
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	26-857	G. E. Wright	Piezoelectric quartz crystals and mountings
Bond Electric Corp.	New Haven 4, Conn.	275 Winchester Ave.	6-0101	J. C. Calhoun	Flashlight batteries, radio batteries and dry cells (telephone and ignition types)
The Brush Development Co.	Cleveland 14	3405 Perkins Ave.	Endicott 3315	J. P. Johnson	Crystal phonograph pickups, crystal headphones
Burgess Battery Co.	Freeport, Ill.	Exchange St.	Main 3300	W. C. Kluth	Dry batteries
William W. L. Burnett Radio Lab.	San Diego 4	4814 Idaho St.	Talbot 4943	Wm. W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service
Canadian Marconi Co.	Montreal 1, Que. Toronto, Ont. Halifax, N. S. Winnipeg, Man. Vancouver, B. C. St. Johns, Newfoundland	211 St. Sacrament St. 92 Adelaide St. West 47 Argyle St. 356 Main St. 500 Beatty St. Adelaide and New Gower Sts.	Marquette 7081 Elgin 9275 3-6712 9-7255 Marine 0464 881	M. M. Elliott G. F. Eaton C. S. McDonald W. F. Souch L. S. Hawkins J. J. Collins	Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment, tubes, turntables, vertical radiators, quartz crystals, frequency modulation broadcast and communications equipments, marine radio communications equipment
Classic Record Co.	New York 19	7 W. 46th St.	Bryant 9-0143	Eli E. Oberstein	
Commercial Radio Equipment Co.	Kansas City 5, Mo. Washington 4, D. C. Hollywood 28, Cal. Kansas City 2, Mo.	329 East Gregory Blvd. 1319 F St., N. W. 1584 Cross Rds. of the World Porter Bldg.	Jackson 5302 District 1319 Hillside 9008 Logan 8821	Robert F. Wolfskill Everett L. Dillard Ina Martin Milton W. Woodward	Frequency measurements, allocation-engineering and radio crystals
Cornell-Dubilier Elec. Corp.	New Bedford, Mass. South Plainfield, N. J.	1605 E. Rodney French Hamilton Blvd.	6-8561 Plainfield 69000	H. Varnet A. Williams	Capacitors
Corning Glass Works	Corning, N. Y. Chicago New York	.... Merchandise Mart 718 Fifth Ave.	372	C. J. Phillips Hugh Harris J. H. Winsche	Antenna, stand-off and lead-in insulators; piping and miscellaneous insulators
Cornish Wire Co. Inc.	New York 7	15 Park Row	Cortlandt 7-2525	W. F. Osler, Jr.	Hook-up wires
Crystal Products Co.	Kansas City 8	1519 McGee St.	Victor 1686	J. M. Ziegler	Quartz crystal blanks

(Continued on Page 352)

One of a series showing AMPEREX tubes in the making

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AMPEREX

WATER AND AIR COOLED

TRANSMITTING AND RECTIFYING TUBES

Original ***Amperex*** design and construction refinements result in trouble-free performance of ***Amperex*** tubes . . . effecting natural economies in the operation of transmitting equipment. With replacements difficult to obtain, the extra hours of life inherent in ***Amperex*** tubes are often "priceless." To engineers, everywhere, this ***"Amperextra"*** factor of longevity is the major consideration.

AMPEREX ... the high performance tube
TRANSMITTING
Amperex
HF-3000

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AMPEREX ELECTRONIC PRODUCTS

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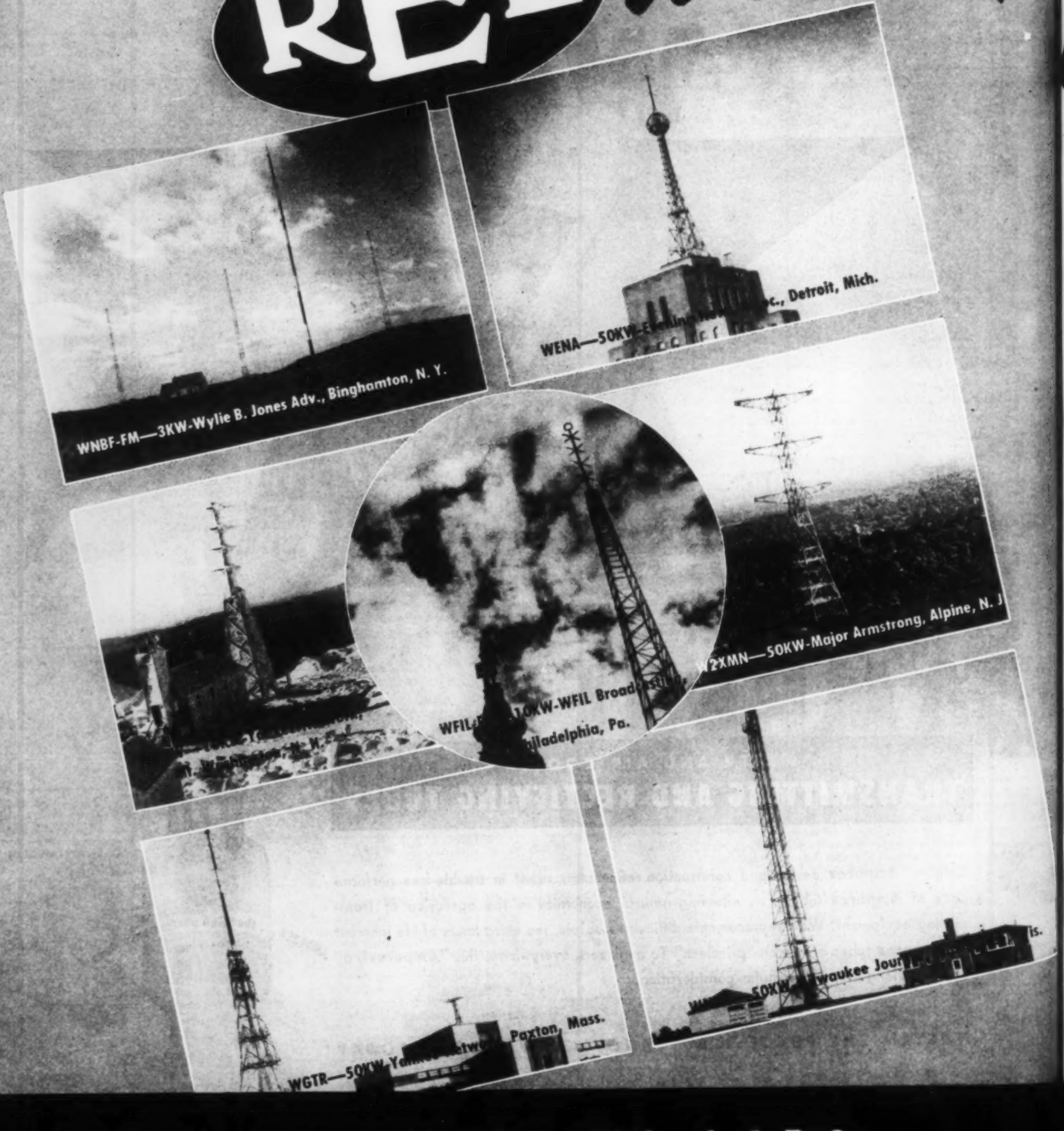
REL is Ready


WNBF-FM—3KW-Wylie B. Jones Adv., Binghamton, N. Y.
WENA—50KW-E c., Detroit, Mich.
W2XMN—50KW-Major Armstrong, Alpine, N. J
WFIL 10KW-WFIL Broad
Philadelphia, Pa.
Mt. Washington, N. H.
WGTR—50KW-Ya Paxton, Mass.
50KW waukee Jour is.

RADIO ENGINEERING LABS.,

for a Future

. . . BUILT UPON A PAST OF ACCOMPLISHMENTS

REL has long been the leader in the development of fine FM Broadcast Equipment employing the Armstrong Crystal Controlled Phase Shift System of Modulation. The record speaks for itself! To the left are seven of the many stations that have been in continuous, successful operation over a period of years.

REL pioneering has resulted in some vitally important "FIRSTS" in FM . . .

FIRST (and only one) to ever successfully install a 50KW. FM transmitter. Four of ours are operating daily and have been since 1941.

FIRST to develop and install a studio to transmitter radio relay.

FIRST to develop and install transmitter to transmitter radio relay, thereby making possible the FM networks.

Our pre-war successes have been the result of SPECIALIZATION in FM installations. FM is not a REL sideline . . . it is the actual basis of our operations! Our staff of engineers have unique experience . . . experience that enables them to plan and carry through the most difficult FM installations . . . experience that assures REL of a tremendous future in FM. The groundwork—the pioneering—is complete! We are ready to reassume our major role in FM broadcasting as soon as conditions permit.

INC., Long Island City, New York

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 348]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
The Daven Co.	Newark 4, N. J.	191 Central Ave.	Mitchel 2-6555	Lewis Newman	COMPONENTS: Variable and fixed attenuators, single and dual potentiometers, multipliers, faders, step-type rheostats, special step-type rotary switches, davohm and super davohm precision wire-wound resistors. TEST SETS: Transmission measuring sets, attenuation boxes, output meters, power output meters, volume level indicators, power level indicators, decade voltage dividers, program line equalizers, electronic frequency meters, decade resistance boxes, power supply, ratio arm boxes and logarithmic resistor boxes.
Doolittle Radio Inc.	Chicago 36	7421 S. Loomis Blvd.	Radcliffe 4100	Dudley Gray	Transmitters, transmission line, monitors, testing equipment
Allen B. Dumont Laboratories, Inc.	Passaic, N. J. Detroit 1	2 Main Ave. 4461 Woodward Ave.	3-1616	Leonard F. Cramer H. B. Graham	Receiving and transmitting equipment, cathode-ray tubes
Eitel-McCullough, Inc.	San Bruno, Cal Salt Lake City	.... 525 West 13th South	4000 Salt Lake 6-8761	W. W. Eitel L. N. Pierri	Transmitting vacuum tubes, vacuum condensers
Electro-Voice Corp.	South Bend 24, Ind.	1239 South Bend Ave.	21431	A. R. Kahn	Microphones
Evanston Sound Proof Door	Evanston, Ill.	1127 Hinman Ave.	University 2758	W. W. Lloyd	Sound proof doors
Fairchild Camera & Instrument Corp.	New York 18 Washington, D. C.	475 Tenth Ave. Investment Bldg.	Longacre 3-1255 National 7770	C. V. Kettering A. E. Nesbitt	Disc sound recording and playback equipment, recorders, amplifiers, equalizers, cutterheads, pickups, supplies
Farnsworth Television & Radio Corp.	Fort Wayne 1, Ind. New York 17 Washington 4, D. C.	3700 E. Pontiac St. 1 E. 42nd St. Munsey Bldg.	Anthony 5301 Murray Hill 2-7924 Republic 1028	Ernest H. Vogel D. W. May F. B. Ostman	Transmitters and receivers
Federal Telephone & Radio Corp.	Newark 2, N. J. Chicago Washington, D. C.	591 Broad St. 333 North Michigan Ave. 1519 Conn. Ave., N. W.	Mitchell 2-5942	E. Van Tubergen R. A. Vogeler S. W. Fenton	Complete AM, FM and television installations—transmitting and rectifying tubes, high frequency and power transmission lines, antenna, Federal selenium rectifiers, crystals, transformers
Ferranti Electric, Inc.	New York 20	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Transformers, chokes, filters, reactors, etc.
Finch Telecommunications Inc.	Passaic, N. J.	....	Murray Hill 5-7976	Herman H. Rachkamp	Facsimile: Special equipment for facsimile
Gates Radio Co.	Quincy, Ill.	220 Hampshire St.	522	Parker S. Gates	Transmitters, speech equipment, turntables, recording equipment, microphones, allied equipment for broadcast field

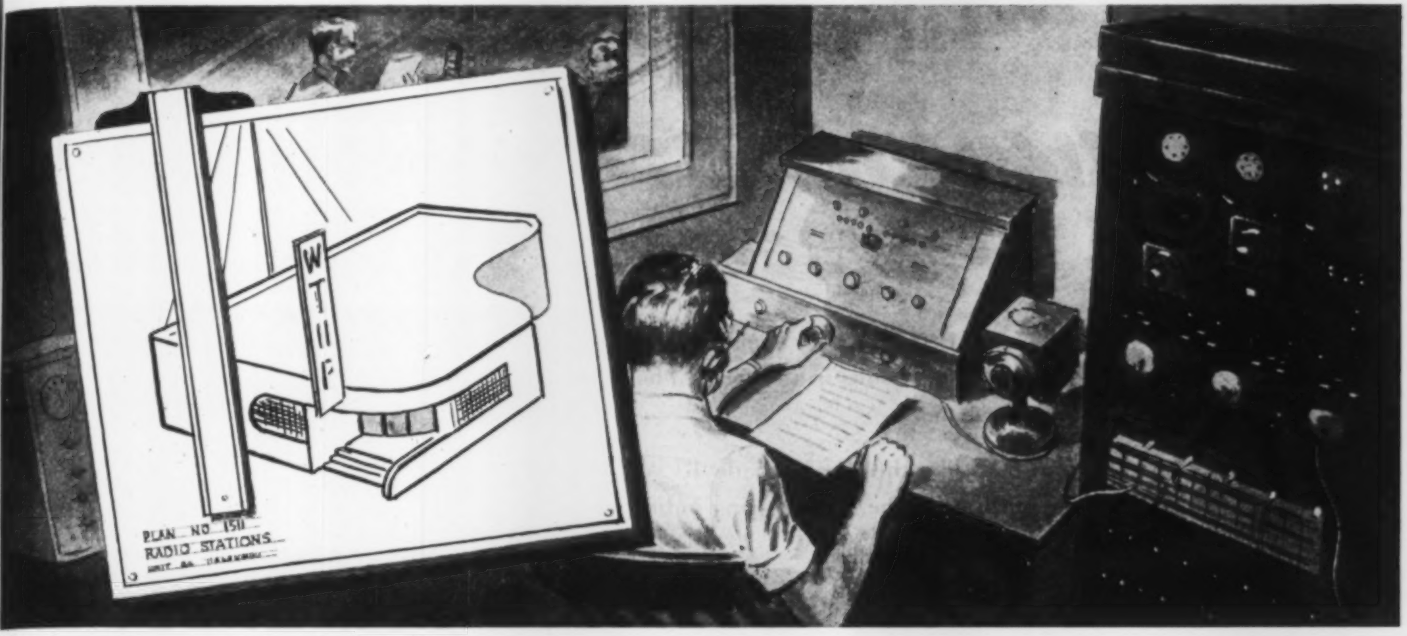
(Continued on Page 356)

CRYSTALS

HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927



There's a Job To Be Done!

Gates Broadcasting Equipment

has won the right through performance and economy to a place in your post-war conversion plans!

During the war years, Gates Broadcasting Equipment has proved itself when "the chips were down." Hundreds of Gates-equipped stations have enjoyed *continued* operating efficiency at extremely low maintenance cost. This is a tribute to Gates engineering and designing . . . yet, new improvements are still taking place in our plant, where military production has created new developments that mean still better engineering design and efficiency. Gates is ready to talk to you now about the big job to be done . . . about the replacements and additional equipment you are planning now for installation as soon as you get "the green light." Gates engineers are ready and willing to help crystallize your plans now. Write at once for specifications, technical data and engineering suggestions.

Gates
RADIO COMPANY
QUINCY, ILLINOIS, U.S.A.

Ask About Our Priority Plan for Prompt Delivery When Gates Equipment Is Again Available.

BROADCAST TRANSMITTERS • STUDIO SPEECH EQUIPMENT • TUNING AND CONTROL UNITS
AMPLIFIERS • REMOTE EQUIPMENT • BROADCAST STATION AND TRANSMITTER ACCESSORIES

WHY YOU GET A "BONUS"

- Every RCA tube in your transmitter or associated equipment pays you a bonus in the form of long life and dependable performance.
- EXTRAS like these have made RCA tubes the standard of comparison in the broadcasting industry:

RCA tubes are "ROAD-TESTED"

Before new RCA tube types are considered ready for the top-notch performance you rightfully expect from them, RCA engineers put them through their paces at a grueling clip.

Heavy overloads, excessive voltages on filaments and grids—a few hours of punishment equal to months of normal service. These "punishment" tests are supplemented by "life" tests, in which the tubes are operated to the point of failure under normal conditions. From these tests RCA engineers determine how your RCA tubes will perform on the job—so that they will give you long, faithful service.

To be sure that this high quality is maintained in actual production, samples of completed tubes are regularly taken at random from the production lines and given the same complete life tests.

The effectiveness of this RCA "road-testing" method is borne out by the performance of RCA tubes in actual service.

RESEARCH is "king" at RCA

Two examples of RCA research at work

A few years ago instability in an experimental high-frequency tube impeded the design of better equipment. RCA engineers traced the cause to grid emission. To solve the problem, RCA research developed a new drawn-molybdenum platinum-clad grid wire—the molybdenum for strength and the platinum sheath to prevent grid emission. Today, many RCA high-frequency tubes use this RCA-developed grid wire to obtain the desired performance.

To crack another problem—that of obtaining longer life in certain transmitting tubes, such as the 811, 812, 826, 833-A, and 8005 — RCA employs zirconium-coated anodes. The rough surface of the zirconium provides great heat dissipation, protecting the anode of the tube and, at the same time, making it possible to operate the tube at high power levels. In addition, because of its chemical nature, zirconium combines with stray gases that would otherwise break down the high vacuum so necessary to long tube life.

" WHEN YOU USE RCA TUBES

RCA tube parts are "CUSTOM-CLEANED" before assembly

The care with which tube parts are cleaned of foreign matter and absorbed gases often spells the difference between good and bad tube performance. If the tube parts are not thoroughly cleaned, chemically as well as physically, before assembly, the high temperatures of actual service may release gases trapped in the untreated tube parts. A gassy tube can put a transmitter off the air.

Because so many different materials are used in modern tubes, it is necessary to use many different methods of cleaning to remove foreign material and absorbed gases.

At RCA each part is cleaned by the method best suited to the material from which it is made—a "custom-cleaning" job that protects your tubes from premature failure.

Only after these many painstaking steps have been taken are RCA engineers satisfied that your RCA tubes are clean enough to do the job they were built to do.

The RCA TUBE HANDBOOKS keep trouble away

You may never have heard of the RCA tube handbooks, yet they are one of the reasons why transmitters designed around RCA tubes give fine performance.

RCA tube handbooks are standard equipment for any transmitter design engineer, for he knows that he can always pick from these handbooks the one best tube for a given job—and with full confidence that he can rely on the ratings given.

In this way, RCA's trained staff of technical writers is continually working for you. By keeping designers technically informed on tubes that are designed into equipment you buy, they help assure you of trouble-free tube performance.

Incidentally, if you are interested in RCA Tube Handbooks, write to RADIO CORPORATION OF AMERICA, Commercial Engineering Section, Dept. 62B, Harrison, New Jersey.

892-R
RCA
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RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY... In Radio . Television . Tubes . Phonographs . Records . Electronics

The Magic Brain of all electronic equipment is a Tube...and the fountainhead of modern tube development is RCA!

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 352]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
General Electric	Schenectady 5, N. Y.	1 River Road	4-2211	W. R. David	Complete FM, AM, international and television broadcasting relaying equipment
	San Francisco 6	235 Montgomery St.	Douglas 3740	W. M. Boland	
	Atlanta 3	187 Spring St., N. W.	Walnut 9767	C. J. Hendan	
	New York 22	570 Lexington Ave.	Wickersham 2-1311	H. J. Mandernach	
	Chicago 7	840 S. Canal St.	Wabash 5611	G. S. Peterson	
	Cleveland, O.	4966 Woodland Ave.	Endicott 4464	R. P. Van Zile	
	Dallas 2, Texas	1801 N. Samar St.	LD 224	R. N. Fowler	
	Philadelphia 2	1405 Locust St.	Pennepacker 9000	T. B. Jacobs	
	Boston	140 Federal St.	Hubbard 1800	R. L. Hanks	
General Radio Co.	Cambridge 39, Mass.	275 Massachusetts Ave.	Trowbridge 4400	A. E. Thiessen	Broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency oscillators, volume controls, variacs, FM monitors, distortion meters
	New York 6	90 West St.	Cortlandt 7-0850	Martin A. Gilman	
	Chicago 5	920 So. Michigan Ave.	Wabash 3820	L. E. Packard	
	Hollywood 38	1000 N. Seward St.	Hollywood 6321	Frederick Ireland	
Graybar Electric Co. Inc.	New York 17	420 Lexington Ave.	Mohawk 4-4000	J. W. La Marque	Transmitters, vertical radiators, speech imput equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators and associated apparatus; antenna control equipment, phase monitors, police radio equipment, marine radio telephone, aviation radio equipment condensers
	Atlanta 1	167 Walton St.	Jackson 2261	W. A. Northington	
	Boston 16	287 Columbus Ave.	Kenmore 4567	J. P. Lynch	
	Chicago 7	500 S. Clinton St.	Webster 2800	H. Fritz	
	Cincinnati 2	310 Elm St.	Main 0600	A. W. Hallett	
	Cleveland 14	1010 Rockwell Ave.	Cherry 1360	R. M. Sauppe	
	Dallas 2	Austin and Wood Sts.	Central 6454	V. R. Young	
	Detroit 1	55 W. Canfield Ave.	Columbia 5500	K. S. Deichman	
	Jacksonville 1	12th and Main Sts.	Jacksonville 5-6785	L. G. Fields	
	Kansas City 8	1644 Baltimore Ave.	Grand 0324	R. W. Caldwell	
	Los Angeles 12	201 Santa Fe Ave.	Trinity 3321	W. W. Kenney	
	Minneapolis 15	824 S. 4th St.	Main 1188	W. D. Anthony	
	New York 14	180 Varick St.	Walker 5-8000	F. J. Stahl	
	Philadelphia 7	910 Cherry St.	Walnut 5405	W. W. Ponsford	
	Pittsburgh 22	37 Water St.	Court 4000	R. F. Grossett	
	Richmond 19	6th and Cary Sts.	Richmond 2-2833	L. E. Walker	
	San Francisco 1	9th and Howard Sts.	Market 5131	W. H. Johnson	
	Seattle 4	King and Occidental Sts.	Main 4635	C. A. Marten	
	St. Louis 3	2642 Washington Ave.	Newstead 4700	H. H. Harris	
Hallicrafters Co.	Chicago 16	2611 S. Indiana Ave.	Calumet 1600	R. W. Durst	Radio receivers
	Seattle 1	2321 2nd Ave.	Main 8811	James J. Backer	
	Atlanta 3	105 Forrest Ave. Bldg. N. E.	Walnut 8246	Mrs. H. W. Burwell	
	Boston	11 Beacon St.	Capitol 0050	Tim Coakley	
	New York 13	395 Broadway	Canal 6-69312	Haskel Blair	
	New York 7	11 Warren St.	Cortland 71148	Oscar Roye	
	Chicago 10	43 E. Ohio St.	Delaware 8850	Gerard McL. Cole	
	Minneapolis	256 1st Ave. N.	Main 8353	Fred Hill	
	Kansas City 6	406 Reliance Bldg.	Victor 7050	James P. Kay	
	Columbus	85 E. Gay St.	Adams 8928	W. E. McFadden	
	Los Angeles 6	2022 W. 11th St.	Fitzray 9913	Dave Marshank	
	San Francisco	420 Market St.	Sutter 6027	W. J. Purdy	
	Dallas 1	P. O. Box 1805	Tennison 3-7093	J. Earl Smith	
	Detroit	1022 Kensington Rd.	Tuxedo 22651	Fred Stevens	
	New Orleans	918 Union	Canal 1881	J. E. Muniot, Jr.	
	Chicago 26	1753 Howard St.	Hollycourt 1919	M. Ortiz, Jr. (Export Representative)	

(Continued on Page 360)

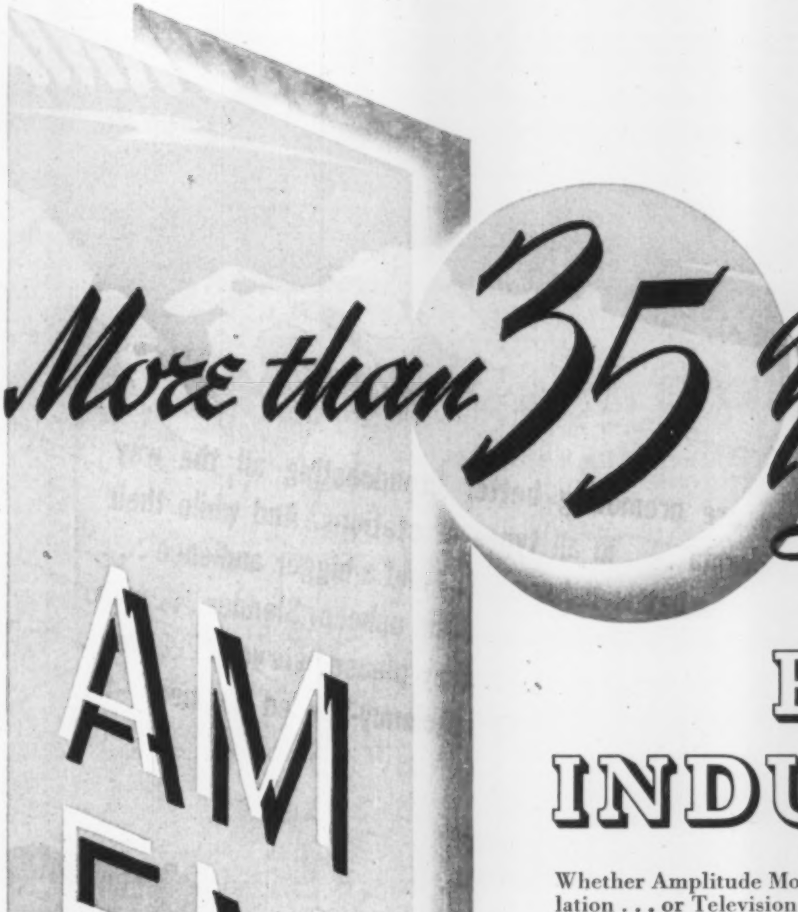
GLENN D. GILLETT

Consulting Radio Engineer

(In War Service)

National Press Building

Washington, D. C.



More than 35 Years of Service to the RADIO INDUSTRY

Whether Amplitude Modulation . . . Frequency Modulation . . . or Television — dependability is a *must* for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because *it stands up.*

For more than thirty-five achievement-studded years . . . from the Poulsen Arc to the new CBS Television Station . . . Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system . . .

All this, plus the war-sharpened techniques that are the result of ability *and* experience, combine to give you craftsmanship . . . the kind of craftsmanship that builds dependability into all Federal equipment.

In AM . . . FM . . . TV . . .

. . . your prime need in broadcast equipment is dependability — *look to Federal for it.*

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Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

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Makers of
WINCHARGER
FARM ELECTRIC SYSTEMS
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WINCHARGER
VERTICAL RADIATORS

IT'S WINCHARGER TOWERS From MAINE to CALIFORNIA

Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.

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Bonds for VICTORY

IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES

WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS

WINCHARGER CORPORATION **SIOUX CITY, IOWA**

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CONSULTING RADIO ENGINEER

AM · FM

TELEVISION FACSIMILE

TELECOMMUNICATIONS

ACOUSTICAL STUDIO DESIGNING

WASHINGTON, D. C. METROPOLITAN 4477

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 356]

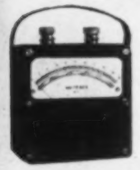
NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Hammarlund Mfg. Co., Inc.	New York 1	460 W. 34th St.	Longacre 5-1300	L. A. Hammarlund	Receivers, transmitters, station equipment
Harris Mfg. Co.	Los Angeles 5	2422 W. 7th St.	Fitzroy 6026	J. Henry Harris	Shadowgraphed transcription needles
Hartenstine-Zane Co. Inc.	New York 7	225 Broadway	Barclay 7-8390	Charles J. Hartenstine	Contracting Engineers, specializing in radio antenna installation, including foundations for and erecting, lighting and painting towers
Heintz & Kaufman Ltd.	S. San Francisco Washington, D. C.	.... Transportation Bldg.	Delaware 3700	R. W. Bunce J. D. Hopkins	Radio transmitting tubes and high vacuum rectifiers
Harvey Radio Co.	New York	103 W. 43rd St.	Longacre 3-1800	Harvey Sampson	Distributors of boradcast station parts and equipment. Also recording supplies and equipment
Hipower Crystal Co.	Chicago 47	2033 Charleston St.	Armitage 5315	R. Groth	Frequency control crystals
Hollister Crystal Co.	Boulder, Colo.	1617 Pearl St.	1720	Herb Hollister	Quartz crystals and crystal holders
Johns-Manville Sales Corp.	New York 16 St. Louis San Francisco New York Chicago Boston	22 East 40th St. 1000 Market St. 116 New Montgomery St. 22 East 40th St. 222 North Bank Drive 49 Federal St.	Lexington 2-7600 Central 3940 Douglas 4353 Lexington 2-4988 Delaware 1144 Liberty 4570	P. J. Washburn R. B. Cleveland M. E. Sweeney L. Green Jr. A. A. Purvis L. W. Richardson	Acoustical materials, sound isolation construction, insulation, roofing, noise quieting treatment, asphalt tile flooring
E. F. Johnson Co.	Waseca, Minn.	Waseca	990	L. W. Olander	Directional antenna phasing and coupling equipment, tower lighting filters and chokes, gas-filled and air condensers, inductors and RF chokes, coaxial lines and open wire transmission line supports, RF contactors and switches, insulators, tube sockets, high frequency antennas
Lapp Insulator Co., Inc.	Le Roy, N. Y.	Le Roy	385	Brent Mills	Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils and pipe entrance insulators, stand-off and transmission line insulators, special radio insulators, condensers—high pressure gas filled
Lehigh Structural Steel Co.	New York 4	17 Battery Pl.	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Lektra Laboratories, Inc.	New York 3	30 E. 10th St.	Algonquin 4-0230	B. Eisenberg	Dynamic microphones, inter-communicating systems

(Continued on Page 364)

HIGH LEVEL
MONITORING
minus
EYE FATIGUE
DB
-20 -10 -7 -5 -3 -2 -1 0 +1 +2 +3
20 40 60 80 100

INSTRUMENTS FOR EVERY COMMUNICATIONS NEED

Model 45 Precision Portable DC Instruments


Model 430 Portable AC-DC Instruments

Model 763 Direct-Reading Ohmmeter

Model 665 Volt-Ohm-Milliammeter

WESTON

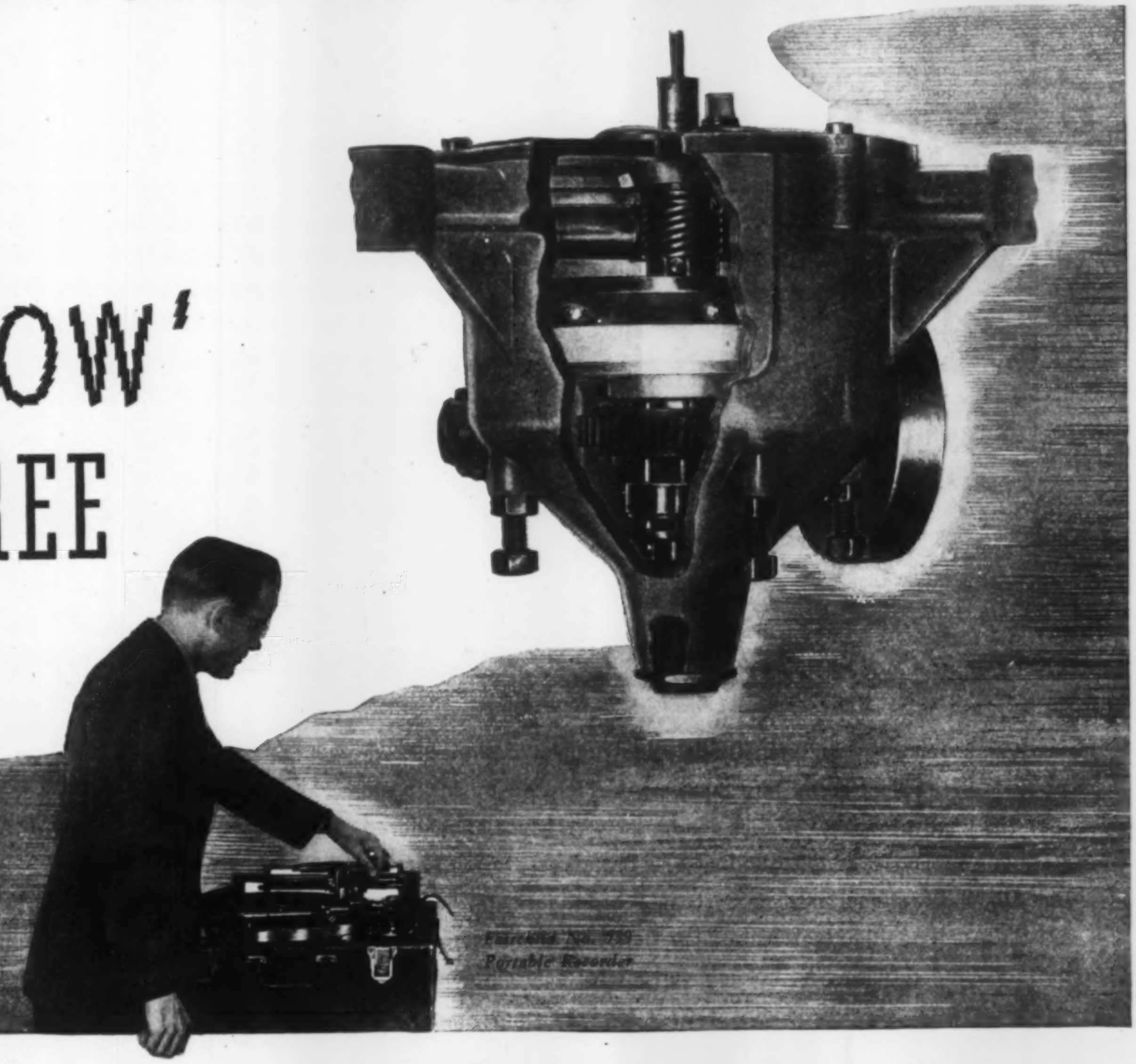
TYPE 30

VOLUME LEVEL INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue . . . materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

SOUND EQUIPMENT—*precisionized*—**mechanically and electronically**—*for finer performance*

'WOW' FREE



Fairchild No. 539 Portable Recorder

at the critical 33.3 rpm speed

'WOW' is the direct result of variation in turntable speed.

Its positive elimination — particularly at the critical 33.3 rpm speed — calls for the positive Fairchild drive.

The Fairchild turntable is driven direct from the center. The 33.3 rpm speed is obtained by a 54 to 1 gear-and-worm reduction of the 1800 rpm synchronous motor speed. The evenness of the speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all moving parts.

The 33.3 rpm speed is translated into 78 rpm by a precision friction-ball-race stepup.

The Fairchild No. 539 Portable Recorder is equipped with the positive Fairchild drive. It was developed to meet the exacting needs of radio and communications for studio-quality recording in the field. And it is built with mechanical skill — skill long practiced in .0002" tolerance production of aerial cameras, aircraft sextants and aircraft computing gun sights.

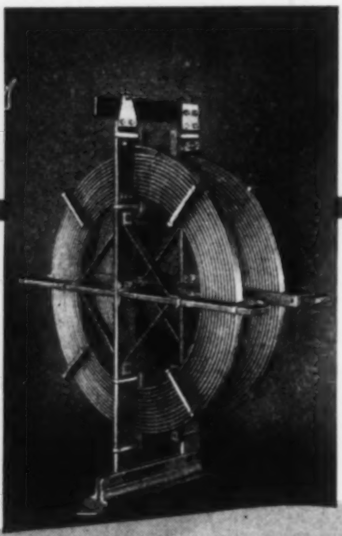
FCI

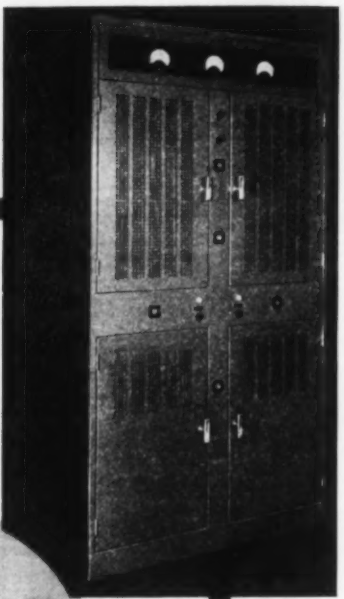
Fairchild CAMERA
AND INSTRUMENT CORPORATION

Fairchild SOUND EQUIPMENT includes:

Studio Recorders . . . Dynamic Pickups (lateral)
Transcription Turntables . . . Portable Recorders
Amplifier-Equalizers . . . Magnetic Cutterheads
Dynamic Pickups (vertical-lateral).

Descriptive and priority data are available. Address —
New York Office: 475 Tenth Avenue, New York 18;
Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

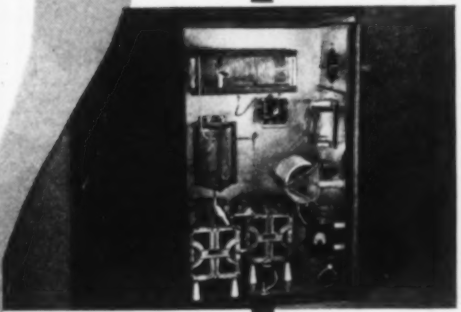


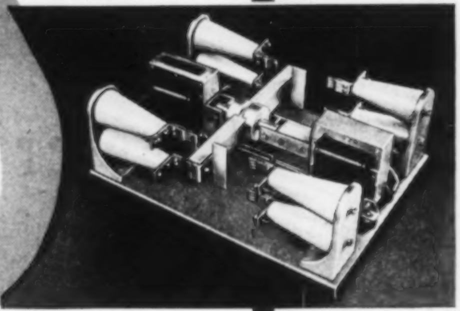


Individually Designed

For years Johnson has specialized in individually designed components for radio transmitting equipment. Pictured on this page is a gas filled pressure variable condenser with Mycalex insulated flexible coupling, a coupling inductor, a broadcast station phasing unit for a directional antenna system, a broadcast station tower coupling unit, and a switching relay capable of carrying heavy currents, and requiring no holding current to maintain contact.

These are typical of the thousands of Johnson-designed units that are in service all over the world. Some of them are adaptations of a standard design and others are engineered from the beginning for a particular application. Johnson Engineers like performance specifications. If you have a radio problem, write for the Johnson solution. We believe you will like it, and there is no obligation.





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William N. Greer, *Associate*

501-505 Munsey Building **Washington, D. C.** **DIstrict 8456-7**

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 360]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
John E. Lingo & Son, Inc.	Camden, N. J.	2814 Buren Ave.	Camden 0487	J. E. Lingo	Vertical radiators, supporting poles for FM or television antennas, UHF antennas, portable steel tubular or dural vertical radiators or antenna supporting masts
Lowell Needle Co. Inc.	Putnam, Conn.	1 Wildore St.	Putnam 186	Elliott D. Dean	Transcription needles
Miles Reproducer Co. Inc.	New York 3	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Film recorders and reproducers
Mirror Record Corp.	New York 10	58 W. 25th St.	Chelsea 3-2222	P. K. Trautwein	Recording equipment and blank discs
Mycalex Corp. of America	New York	30 Rockefeller Plaza	Columbus 5-5990	Charles J. Sauter	Electronic insulating materials for radio, radar, television and FM sets—also electronic materials in general
New Jersey Plastics, Inc.	Newark, N. J.	Raymond Blvd. and Blanchard St.	Market 3-4633	E. P. Wenzelberger	Phonograph and broadcasting records
Ohmite Mfg. Co.	Chicago 44	4835 Flournoy St.	Austin 1070	Ray S. Laird	Rheostats, resistors, tap switches, chokes and dummy antennas
Pacific Sound Equipment Co.	Los Angeles 28 Bethesda, Md.	1534 Cahuenga Blvd. 4821 Bethesda Ave.	Hempstead 6831 Wisconsin 3188	William Maas William Holmes	Transcription playback equipment, public address systems, amplifiers, phonographs, etc.
Panoramic Radio Corp.	New York	242 W. 55th St.	Circle 6-9440	Harvey Pollack	Specialized test equipment
Par-metal Products Corp.	Long Island City 3, N. Y.	32 49th St.	Astoria 8-8905	A. A. Parmet	Steel cabinet racks and other metal equipment
Permo, Inc.	Chicago 26	6415 Ravenswood Ave.	Briargate 2420	R. J. Diedericks	Long life phonograph needles and cutting styli
Phonograph Needle Mfg. Co., Inc.	Providence 5	42 Dudley St.	Dexter 5952	J. H. Moody	100% shadowgraphed inspected special reproducing needles
Poinsettia, Inc.	Pitman, N. J.	100 Cedar Ave.	....	F. P. Carter	Record manufacturing equipment
Precision Piezo Service	Baton Rouge 10, La.	427 Mayflower St.	5359	C. E. Pearce	Quartz crystals, holders and ovens.
Premier Crystal Laboratories Inc.	New York 7	63 Park Row	Beekman 3-2824	Arthur A. Glass	Crystals, crystal holders, frequency meters, reactance meters, dials, temperature controlled crystal oscillators, pilot light indicators, temperature ovens

(Continued on Page 366)

AMERTRAN

TRANSFORMERS
RECTIFIERS AND REACTORS
FOR TRANSMITTERS

First famed for their installation in Marconi's original transoceanic transmitter, AmerTran power equipment was then and will continue to be unsurpassed in quality and dependability. Their design progress ever anticipates communications and broadcasting's needs. Their performance invariably exceeds expectations—as has been repeatedly proved in the present war. Entrust your proposed transmitter power supply to AmerTran. Specify AmerTran Modulation, Filament and Plate Transformers and Reactors of Oil or Abestol Immersed or Dry Type in any required rating or frequency. High and Low Voltage Rectifiers and Transtat Voltage Regulators also supplied. Write for detailed information.

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MANUFACTURING SINCE 1901 AT NEWARK, N. J.

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JOHN BARRON
Consulting Radio Engineers

Specializing in Broadcast and
Allocation Engineering

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Serving a Great Industry...

RADIO today is a major force in our national life. e turn to radio for information and instruction, r inspiration and for pleasure. Radio speaks to all ges and all degrees of men. It fills our homes with e beauty of music, the tonic of laughter, the brightess of truth. Radio is everyman's window on the orld, an indispensable factor in the culture of merica.

To serve such a great industry is both a privilege and a responsibility. For ten years, PRESTO has enjoyed that privilege, has been keenly aware of the responsibility. As the world's largest manufacturers of sound recording equipment and discs, we have striven to serve the radio industry as faithfully and with as high integrity as the radio industry has served the American people.

...and a great nation at war

RESTO sound recorders are being used today to ain Army and Navy personnel; to bring music and ews to our front-line troops; to counteract enemy opaganda the world over. In addition, the PRESTO plant has become a major supplier of electronic equipment for the armed forces. In these ways, and to the limit of our ability, PRESTO is contributing to our war effort.

PRESTO
RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N. Y.
WALTER P. DOWNS LTD., *In Canada*

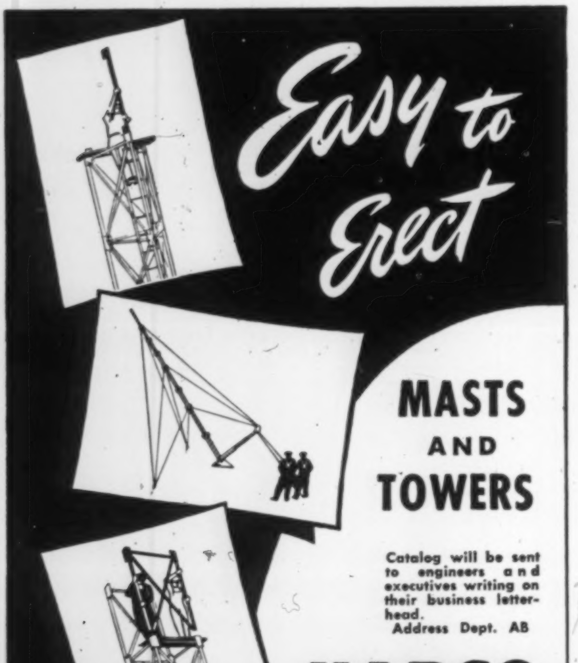
LD'S LARGEST MANUFACTURERS OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 364]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Presto Recording Corp.	New York 19 Detroit Belmont, Mass. Kansas City Minneapolis Cleveland Chicago Silver Spring, Md. Los Angeles Seattle Dallas Rochester Montreal, Que. New York Philadelphia 31 Winter Haven, Fla.	242 W. 55th St. 18288 Appoline Ave. 350 Lake St. 302 Reliance Bldg. 88 S. Tenth St. 1836 Euclid Ave. 600 S. Michigan Ave. Silver Spring 5334 Hollywood Blvd. 104 Battery St. P. O. Box 1805 76 Brookwood Rd. Dominion Sq. Bldg. 25 Warren St. 5060 City Line Ave. 940 Lake Elbert Drive	Circle 5-7760 University 1-0180 4510 Victor 4631 Atlantic 4216 Maine 1565 Harrison 4240 Shepherd 4003 Hillside 9133 Sen. 2560 Dallas 37093 Cul. 5548 Marquette 6368 Barclay 7-5513 Greenwood 0799 22684	Ralph C. Powell Art Adams Henry M. Lane C. E. Terry E. H. Van Krevelan Ernest P. Scott Leroy W. Beier M. F. Taylor Norman B. Neely L. D. Marsh J. Earl Smith George S. Driscoll Walter P. Downs M. Simons M. F. Taylor M. F. Taylor	Instantaneous sound recording equipment, bla discs, cutting and playing needles, transcripti turntables
Radiad Service	Chicago 14	720 W. Schubert Ave.	Buckingham 4800	Edward L. Foertsch	Transcription players and turntables
Radio Corporation of America (RCA Victor Division)	Camden, N. J. Atlanta 3 Chicago 11 Cleveland 15 Dallas 1 New York 16 San Francisco 3 Washington 6, D. C.	Front and Cooper Sts. 530 Citizens and Southern Bank Bldg. 445 N. Lake Shore Drive 1621 Euclid Ave. 2010 Jackson St. 411 5th Ave. 170 9th St. 1625 K St., N. W.	Camden 8000 Walnut 5946 Whitehall 4600 Cherry 3450 Riverside 1371 Ashland 4-7605 Hemlock 8300 District 1260	C. M. Lewis P. G. Walters, Jr. A. Josephsen J. H. Keachie W. M. Witty H. Sadenwater E. Frost F. H. Engel	AM, FM and television transmitters, tubes, mic phones, speech input equipment and associa apparatus, field intensity meters, frequen monitors, modulation monitors, heat frequen oscillators, cathode ray oscillographs, mica co densers, faradon condensers, transcription tu tables, laboratory and test equipment, televisi facsimile equipment, antenna phasing equipme
RCA Victor Co., Ltd.	Montreal, Que. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Halifax, N. S.	1001 Lenoir St. 1206 Homer St. 523 Eighth Ave. W. 168 Market St. 36 Breadalbane St. 99 Brunswick St.	Wellington 3671 Marine 4241 Maine 3928 97201 Midway 1186 3-6186	H. S. Walker C. R. Gordon F. T. Myles E. P. Burns F. A. Boyle C. C. Bowers	Transmitters, transmitter accessories, transcriptio turntable equipment, microphone accessori monitoring and test equipment, transmitti tubes, speech input equipment, acetate recordi blanks, amplifier equipment, recording equ ment, microphones, faradon condensers, facsi equipment, television equipment, FM transmitte antenna phasing equipment, engineering servic loudspeakers, transmission line accessories, crystals and crystal holders.
Radio Engineering Laboratories, Inc.	Long Island City 1, N. Y. Chicago Detroit Hollywood, Cal.	35-54 36th St. 612 N. Michigan Ave. 2040 Grand River Ave. W. 5334 Hollywood Blvd.	Astoria 8-1010 Superior 9109 Cherry 2270 Hillside 9133	Charles M. Srebroff Ralph B. Ritter M. N. Duffy Norman B. Neeley	Broadcast transmitters 1-50 KW, antennas, consta measuring equipment, STL relays and receivers
Rauland Corp.	Chicago 41	4245 N. Knox Ave.	Mulberry 5000	R. M. Gray	Television—direct wiring and projection ty cathode ray phototubes
The Recordit Co.	St. Louis 1, Mo.	315 N. 7th St.	Garfield 5636	A. Edward Gross	Recording equipment, recording accessories, mic phones, needles, rec-o-pads
Recoton Corp.	New York 10	212 Fifth Ave.	Murray Hill 5-6092	Edward M. Bieber	Recording and playback needles
Rek-O-Kut Co.	New York	173 Lafayette St.	Canal 6-3835	G. Silber	Instantaneous recording mechanisms
Charles E. Schuler	Newark, Ohio	Box 631	4319	Charles E. Schuler	Vertical radiators and towers of all descriptions
Scientific Radio Service	University Park, Md.	4301 Sheridan St.	Hyattsville 0535	H. D. Eisenhauer	Piezo electric crystals
Shure Brothers	Chicago 10 New York 6 Los Angeles 15 Seattle 1 Atlanta 3	225 W. Huron St. 136 Liberty St. 908 Venice Blvd. 2411 First Ave. 105 Forrest Ave.	Delaware 4550 Worth 2-6550 Richmond 6363 Eliot 8882 Walnut 8246	J. A. Berman F. Edwin Schmitt W. Bert Knight R. C. James H. W. Burwell	Microphones, microphone stands, phonograph pi ups

(Continued on Page 371)



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MASTS AND TOWERS

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ELIZABETH 4, N. J.

BROADCAST ENGINEERS —POLICE RADIOMEN

Write Now!

—on your phasing and tuning gear problems

• Let us know *now* your requirements and specifications for *phasing and tuning gear* for your directional antenna. Andrew custom built equipment will again become available as soon as Uncle Sam releases our engineering and manufacturing facilities from production for war.

This release may come at any moment. Be sure that your needs are listed at the top of our peace-time back-log. The planning you do now will speed your own reconversion to the new high standards of the future.

Andrew engineers will gladly apply their years of skilled experience to the solution of your special problems in the field of directional antenna equipment . . .

- Phasing networks and equipment
- Antenna tuning units
- Remote reading antenna ammeters
- Phase monitors
- Coaxial transmission lines and accessories

ANDREW CO.
363 East 75th Street
Chicago 19, Illinois

HERE'S WHERE 4 GET YOU 5

Only under one name—the oldest name in broadcasting—can you obtain the 4 "Invisible Ingredients" which give you the newest, most successful combination in fine transmitters. This Westinghouse foursome is working for others, day after day. It now awaits a reservation by you, to start your station toward a greater future in its market.

The 4 "Invisible Ingredients" are:

WGL
KDKA
WOWO
WBZ
WBOS
WBZA

6-STATION OPERATING EXPERIENCE funneled into Westinghouse transmitter design. Experience year after year . . . with KDKA, WBOS, WBZ, WOWO, WGL and WBZA . . . plus short wave, television and FM—all this provides the "know-how" that lifts Westinghouse transmitters into a class by themselves.

OVER 20 YEARS OF BUILDING TRANSMITTERS. The world's first broadcasting was "By courtesy of Westinghouse" . . . and every day since then a large portion of the world's programs has radiated from Westinghouse transmitters. From them has come a new standard of excellence for the industry.

TRANSMITTERS DESIGNED FOR OPERATORS BY OPERATOR-ENGINEERS. Years at the controls can make a good radio engineer better—better at understanding the operators' problems . . . better able to foresee, and to forestall any difficulties.

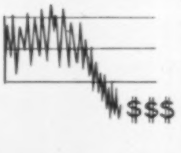
WARTIME HIGH-FREQUENCY EXPERIENCE. In the war "up to their ears", Westinghouse radio engineers are in the advance guard of high-frequency development . . . perfecting many war techniques that will make peacetime transmitters far more efficient . . . more economical to operate . . . more dependable than ever.

YOU NEED THE "VITAL 5" by Westinghouse

The 4 "Invisible Ingredients" add up to 5 vital advantages that are "on the beam" with any broadcaster—

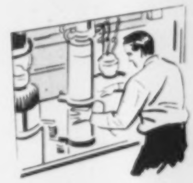
HIGH FIDELITY OF SIGNALS assured by
- Equalized audio feedback system
- Simplified Class C circuits
- Low carrier noise
- Conservative design and operation

SIMPLICITY OF CONTROL gained by
- Single master control
- Accessibility of individual controls
- Telltale lights
- Simplified circuits



LOW OPERATING COST
- Air-cooled tubes
- Metal plate rectifiers
- Conservative operation of tubes
- Class C operation

CONTINUITY OF SERVICE depends on
- Air-cooled tubes
- Conservative operation of tubes
- Overload indicator lights
- Surgeproof metal rectifiers
- Tube life meters
- Most modern circuit breakers



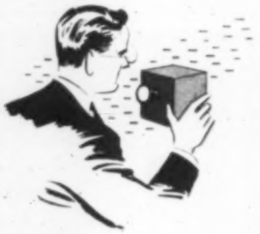
EASE OF MAINTENANCE is due to
- Complete protection to operators
- Dead-front controls
- Instruments at ground potential
- Instant indication of abnormal circuits

TURN THE PAGE...test yourself on the facts that prove the superior fitness of Westinghouse for this job.

Which Came First . . ?

1.

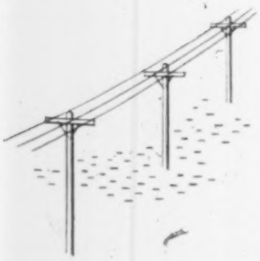
When did the first broadcasting station start operations?*



1910?
1939?
1492?
1929?

6.

When were the first quartz crystals used in broadcasting transmitters?**



2.

When was the first network program broadcast?**

7.

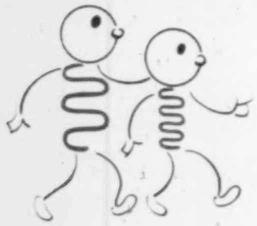
When were the first secondary and portable standards for monitoring broadcasting stations built?*

3.

When was the first factory-made home receiver for nontechnical operation produced?*

8.

When was the first high power Class B audio system used?*



4.

When was the first short wave broadcast?*

9.

When was the first remote pickup station built?*

5.

When were the first heterodyne receiver circuits patented?*

10.

When were two broadcasts run simultaneously on the same frequency for the first time?*

* A WESTINGHOUSE "FIRST"

** WESTINGHOUSE WAS A LEADER IN THESE

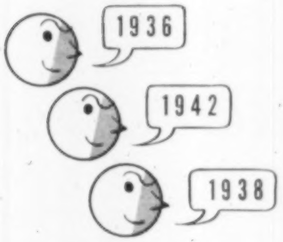
WESTINGHOUSE THE OLDEST NAME IN BROADCASTING

A QUIZ PROGRAM FOR BROADCASTERS AND INTERESTED OLD-TIMERS

The following questions mark high spots in the progress of radio from its crystal detector days. Score ten points for each question you answer correctly. If you score 150 or more, you're an expert; 120 marks you as exceptional; 100 is better than average. To check your answers, turn the page:

11.

When was the first short wave equipment made for ocean-going vessels?*



12.

When was patent applied for, to send both AM and FM on the same carrier waves?*

13.

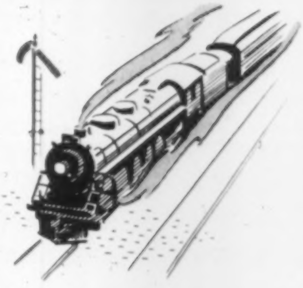
When was the first patent applied for on an electronic-beam iconoscope?*

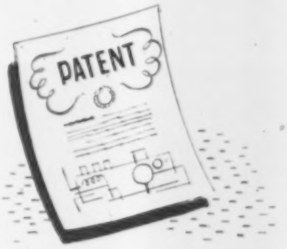
14.

When was the first cathode ray tube for television patent applied for?*

15.

When was the first railway radio installed?*





16.

When was the patent applied for on the first thermionic vacuum tube with indirectly heated cathode?*

17.

When was the first navy plane transmitter for transoceanic flight produced?*

PITTSBURGH
LONDON

18.

When was U. S. short wave broadcast first received in England?*

19.

When was police car and station radio communication first used?*

20.

When was the first news broadcast?*

COMPARE THE RECORDS... More than 43 important "Firsts" like these . . . plus a leading position in 29 other major developments . . . have all established Westinghouse in the forefront of radio broadcasting development. No manufacturer of transmitters can claim to be closer to the industry, or more familiar with the needs of America's broadcasters.

TURN TO THE NEXT PAGE... see how you can take advantage of all this Westinghouse experience—to do your job better and easier . . .

WESTINGHOUSE THE OLDEST NAME IN BROADCASTING

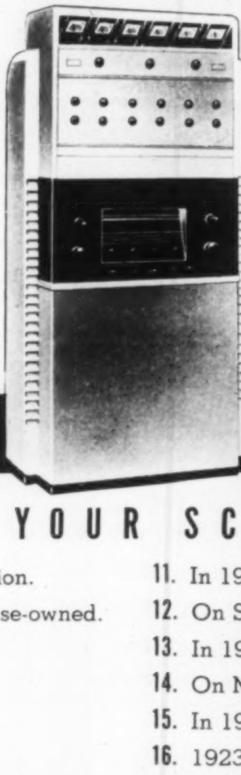
THE FINE ART OF GETTING THE JUMP ON POSTWAR COMPETITION

One of the station executive's most pressing problems—getting the jump on postwar competition—is answered in this book. It outlines a simple plan for getting your station on the air sooner . . . with the new and even more efficient Westinghouse AM and FM equipment that's coming. The book gives you a "picture preview" of Westinghouse FM equipment . . . helpful information on FM developments . . . a perfect yardstick for buying a transmitter . . . things you can do now to maintain or improve your competitive position . . . postwar.

The book is being distributed to stations throughout the country. However, if you should fail to receive your copy, please write Westinghouse Electric & Manufacturing Co., P. O. Box 868, Pittsburgh 30, Pa. J-08099

THIS BOOK REVEALS IT..!

Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE
The Oldest Name in Broadcasting
AM
ELECTRONICS
FM



ADD UP YOUR SCORE!

1. In 1920 by KDKA, still a Westinghouse station.
2. In 1923, with 2 of the 4 stations Westinghouse-owned.
3. The Aerola, RC in 1921.
4. In 1922 by 8XK, Pittsburgh.
5. 1923.
6. 1926.
7. 1928.
8. At KDKA in 1931.
9. In Pittsburgh, 1924.
10. In 1926, with Westinghouse stations WBZ and WBZA.
11. In 1927-28.
12. On Sept. 14, 1935.
13. In 1923.
14. On November 16, 1929.
15. In 1924 on the Norfolk & Western R. R.
16. 1923.
17. In 1919, for flight of NC-4s.
18. A baseball broadcast in 1922.
19. In 1922 by Pennsylvania State Police.
20. November 2, 1920—Harding-Cox election.

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from page 366]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
ound Apparatus Co.	New York 19	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Automatic graphic sound and recorders of various types
he Sound Scriber Corp.	New Haven 11, Conn.	82 Audubon St.	7-4248	Herbert G. Froerer	Soundscriber electronic disc recording-reproducing equipment
un Radio & Electronics Co.	New York 7	212 Fulton St.	Barclay 7-1840	Samuel Schwartz	Radio-electronic parts of all types—including tubes, meters, test equipment, communications receivers, recorders, playbacks, microphones, loudspeakers, pickups, etc.—also record blanks
hordarson Electric Mfg. Co.	Chicago 10	500 W. Huron St.	White hall 6444	Jerome H. Kleker	Transformers
ower Sales & Erecting Co.	Portland 11, Ore.	6100 N. E. Columbia Blvd.	Trinity 7303	C. H. Fisher	Vertical radiator installation, including piers, steel erection, ground system, lighting and painting
ransmitter Equipment Mfg. Co., Inc.	New York 14 Long Beach, Cal. Chicago	345 Hudson St., N. 4214 Country Club Drive 154 East Erie St.	Worth 4-7305	Morton B. Kahn Don C. Wallace E. R. Peel	Broadcast transmitters, studio speech input assemblies, portable speech amplifiers, mobile broadcast transmitters
ruscon Steel Co.	Youngstown 1, Ohio	Albert St.	3-2171	George F. Bateson	Self-supporting vertical radiators, uniform cross section guyed masts, copper mesh ground screens
he Turner Co.	Cedar Rapids, Iowa	909 17th St., N. E.	3-2607	William J. Nezerka	Microphones
nited Electronics Co.	Newark 2 Chicago Cleveland Jackson, Mich. Los Angeles	42 Spring St. 154 East Erie St. 1456 Waterbury Road 518 Dwight Bldg. 800 W. 11th St.	Humboldt 2-0576	C. A. Rice E. R. Peel John O. Olsen P. M. Day J. T. Hill	Transmitting tubes
.S. Recording Co.	Washington 5	1121 Vermont Ave., N.W.	District 1640	Joseph Tait	Speech input equipment
nited States Television Mfg. Corp.	New York	106 Seventh Ave.	Chelsea 2-3966	....	Radio and television receivers, electronic equipment
niversal Microphone Co.	Inglewood, Cal. New York 11 Chicago 11 Seattle Cleveland	424 Warren Lane 259 W. 14th St. 540 N. Michigan Ave. 2321 Second Ave. 530 Erie Bldg.	Oregon 8-2148 Chelsea 27330 Delaware 1561 Main 8811 Prospect 7265	Cecil L. Sly Howard F. Smith L. G. Cushing James J. Backer E. C. Edwards	Microphones, stands and accessories—component parts of recording units
stinghouse Electric & Mfg. Co.	Baltimore 3 Atlanta 2 Boston 10 Chicago 6 New York 5 Philadelphia 4 Pittsburgh 30 St. Louis 1 San Francisco 4 Washington 6, D. C.	2519 Wilkens Ave. 1299 Northside Drive, N. W. 10 High St. 20 North Wacker Drive 40 Wall St. 3001 Walnut St. 306 Fourth Ave. 411 North 7th St. 1 Montgomery St. 1625 K St., N. W.	Edmondson 2300 Atwood 1641 Liberty 0600 Franklin 5520 Whitehall 3-4321 Evergreen 8700 Atlantic 8400 Central 1120 Exbrook 5353 National 8843	Walter Evans Thomas Fuller F. L. Nason F T. Whiting James Boyd E. W. Loomis J. K. B. Hare C. E. Allen C. A. Dostal C. S. Weber	Amplitude and frequency modulated transmitters, custom built studio equipment, transmitting tubes, antenna phasing and tuning equipment, instruments, meters, relays, studio and tower lighting equipment, transformers, transmitting capacitors, circuit breakers, power entrance equipment, switches and indicating lights
ston Electrical Instrument Corp.	Newark 5	614 Frelinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	Electrical instruments
incharger Corp.	Sioux City 6, Iowa	E. 7th and Division Sts.	8-6513	M. M. Lasensky	Radio towers, vertical radiators, FM antennas, supporting towers for FM antennas, lighting equipment for radio towers

Paul F. Godley

Consulting Radio Engineer

Phone:
Montclair (N.J.) 2-7859

CONSTRUCTION, OPERATION COSTS OF AM-FM-VIDEO STATIONS

ALTHOUGH it is difficult to establish a pattern for comparing the relative construction and operation costs of AM, FM and television stations, the tables which follow indicate the financial experience of the nation's broadcasters in all three categories of the art.

Tables I and II are taken from FCC reports. Tables III and IV were provided by FM Broadcasters Inc. Table V reflects the Dumont experience with WABD New York, a video outlet. Table VI shows operating costs of WRGB Schenectady, a General Electric Co. television station.

Further textual comment on television costs, appended to Table VI, is taken from remarks made by James D. McLean, sales manager of television transmitting equipment, GE, in testifying before the FCC allocation hearings.

TABLE I

SUMMARY OF TANGIBLE BROADCAST PROPERTY APPLICABLE TO STANDARD BROADCAST OPE ATIONS SEGREGATED BETWEEN FOUR MAJOR NETWORKS AND THEIR NINE KEY STATION FIVE REGIONAL NETWORKS, 604 STATIONS AFFILIATED WITH MAJOR NETWORKS AND 228 ST TIONS NOT SERVING AS SUCH OUTLETS 1943

	Clear channel				Regional		Local		
	50,000 watts		5,000 to 20,000 watts						
Particulars	Unlimited	Part-time	Unlimited	Part-time	Unlimited	Part-time	Unlimited	Day and part-time	Total
STATIONS SERVING AS OUTLETS FOR MAJOR NETWORKS									
Number of stations	41	3	20	1	240	22	276	1	604
Cost to licensee	$16,041,264	$597,934	$2,068,190	$77,434	$29,223,017	$1,279,851	$7,466,895	$15,783	$56,770,
Depreciation to date under ownership of licensee	9,058,793	254,400	838,991	13,806	13,127,523	555,808	3,540,701	10,609	27,400,
Depreciated cost	6,982,471	343,534	1,229,199	63,628	16,095,494	724,043	3,926,194	5,174	29,369,
STATIONS NOT SERVING AS OUTLETS FOR MAJOR NETWORKS									
Number of stations	....	....	5	2	28	39	129	25	228
Cost of licensee	....	....	$1,472,188	$242,853	$1,916,456	$3,080,416	$3,122,297	$546,901	$10,381,
Depreciation to date under ownership of licensee	....	....	448,671	182,514	955,361	1,174,559	1,297,612	276,817	4,335,
Depreciation cost	....	....	1,023,517	60,339	961,095	1,905,857	1,824,685	270,084	6,045,
ALL COMMERCIAL STATIONS									
Number of stations	41	3	25	3	268	61	405	26	[1] 832
Cost to licensee	$16,041,264	$597,934	$3,540,378	$320,287	$31,139,473	$4,360,267	$10,589,192	$562,684	$67,151,
Depreciation to date under ownership of licensee	9,058,793	254,400	1,287,662	196,320	14,082,884	1,730,367	4,838,313	287,426	31,736,
Depreciated cost	6,982,471	343,534	2,252,716	123,967	17,056,589	2,629,900	5,750,879	275,258	35,415,

[1] The licensee of 1 station reported no owned broadcast property.

TABLE II

REVENUE & EXPENSES OF 832 COMMERCIAL STATIONS IN 1943

All commercial stations:									
Number of stations	41	3	25	3	268	61	405	26	832
Broadcast revenues	$40,149,999	$2,339,200	$6,939,300	$619,572	$66,038,038	$7,194,961	$25,307,601	$896,961	$149,485,
Broadcast expenses	23,743,043	1,674,153	5,393,056	468,338	44,656,027	6,089,045	20,171,375	714,564	102,909,
Broadcast income or (loss) before Federal income tax	16,406,956	665,047	1,546,244	151,234	21,382,011	1,105,916	5,136,226	182,397	46,576,

TABLE III

ESTIMATED ANNUAL OPERATING COST

1,000 w FM Station
Six Hours Daily
(As prepared by FM Broadcasters Inc.)

Rent	$6,000
Station Manager	5,000
Announcer	3,000
Stenographer	1,800
Telephone—Office Supplies	1,000
Operators (3)	8,500
Promotion	2,400
Power and Light	1,200
Tube Replacements	450
Social Security & Compensation Taxes	1,000
Apparatus Maintenance	750
Depreciation	6,000
Insurance	350
Taxes	???
Program Production	6,000
Transcription Service	2,500
News Service	3,335
FMBI Dues	300
Misc. Program Material	1,400
Copyright Fees	???
Transmiter Site Rent	???
Total	$52,585

Above estimates assume operation from "scratch." If there is an existing operation certain costs naturally will be eliminated. Likewise as power increases items such as power, light, tube replacements, operator salaries and depreciation will grow. Other items such as rent, taxes, depreciation, insurance and transmitter site expense will depend upon the type of operation under consideration—whether studio and/or transmitter sites are leased or whether land is purchased and buildings constructed. The program production item is mainly coverage for transcription-library service and provides little for talent. Copyright fees are usually assessed on a percentage-of-station-revenue basis.

TABLE IV

ESTIMATED CONSTRUCTION COSTS FOR FM STATIONS

(As prepared by FM Broadcasters Inc.)

ITEM	*1,000 w*	*3,000 w*	*10,000 w*	*50,000 w*
Filing	$ 2,500	$ 2,500	$ 2,500	$ 2,500
Transmitter	10,000	13,750	25,000	75,000
Antenna	6,000	7,500	12,500	17,000
Studio Control	4,000	5,000	5,000	10,000
Installation	2,500	3,000	7,500	15,000
Measuring Equipment	2,000	2,000	3,000	3,000
Proof of Performance	2,500	2,500	2,500	2,500
Miscellaneous	1,000	2,000	3,000	5,000
Totals	30,500	38,250	61,000	130,000

These average estimates assume that transmitter and antenna are located at the point from which programs originate, a condition which may well obtain up to ten kw. Where the locations differ it is necessary to rent high fidelity telephone lines or install an STL (studio-transmitter) link. Telephone rentals vary greatly but one 22-mile link, capable of 15,000-cycle transmission, costs approximately $345 per month. A complete STL link costs approximately $11,530 and can be remotely controlled, eliminating an extra operating staff. No provision has been made for control equipment such as microphone amplifiers. Pick-up equipment for programs outside the studio should cost approximately $800. Studio construction costs will depend upon whether a remodeling job or an entirely new structure is intended. The simplest kind of remodeling job, allowing for a minimum of studio, control and transmitter space (not over ten kw.) should cost approximately $12,000. This would cover some sound isolation and acoustical treatment.

(Continued on page 374)

DEVELOPMENTAL FM BROADCAST STATIONS

(Authorized Under FCC Rules 4.151–4.157)

†Under Construction

Licensee and Location	Call Letters	Frequency in kc.	Power Watts
The Atlanta Journal Co., Portable	W4XAJ	....	700
Courier-Journal and Louisville Times Co., N.E. of Eastwood, Ky.	W9XEK	45,500	1,000
Everett L. Dillard tr/as, Commercial Radio Equipment Co., Washington, D. C.	†W3XL	....	250
Everett L. Dillard tr/as, Commercial Radio Equipment Co., Portable	†W3XLA	....	100
Temple V. Ehmsen, Portland, Ore.	†W7XTE	....	1,000
The Journal Co. (The Milwaukee Journal), Milwaukee, Wisc.	W9XJC	45,500	100
KLZ Broadcasting Co., Denver, Colo.	†W9XLA	43,500	1,000
Maryland Broadcasting Co., Baltimore, Md.	†W3XMB	....	1,000
Matheson Radio Co., Inc., Boston, Mass.	†W1XMR	....	1,000
Muzak Corporation, New York, N. Y.	†W2XMC	117,650	1,000
National Broadcasting Co., Inc., Portable	W1OXF	1,614, 2,398, 3,492.5, 4,797.5, 6,425, 9,135, 12,862.5, 17,310, 23,100, 30,660, 31,020, 31,140, 31,180, 31,540, 33,340, 33,460, 33,620, 35,060, 35,460, 37,060, 37,140, 37,540, 39,140, 39,460, 39,540, 116,050, 116,250, 116,450, 116,850, 117,050, 117,250, 117,650, 118,050, 118,250, 118,450, 118,650, 118,850, 156,525, 156,975, 157,425, 157,725, 158,175, 159,075, 160,425, 161,325, 171,775, 162,000 – 168,000, 210,000 – 216,000, 264,000–270,000, 300,000 – 400,000, 401,000 and above.	25
National Broadcasting Co., Inc., Portable or Portable-Mobile	W1OXR	Same as W1OXF	10
Voice of Alabama, Inc., Birmingham, Ala.	†W4XFM	....	1,000
Voice of Alabama, Inc., Birmingham, Ala.	†W4XAP	....	250

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WRC
575 MIS
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400
600
70
260
250
240
230
RMS
CMCK
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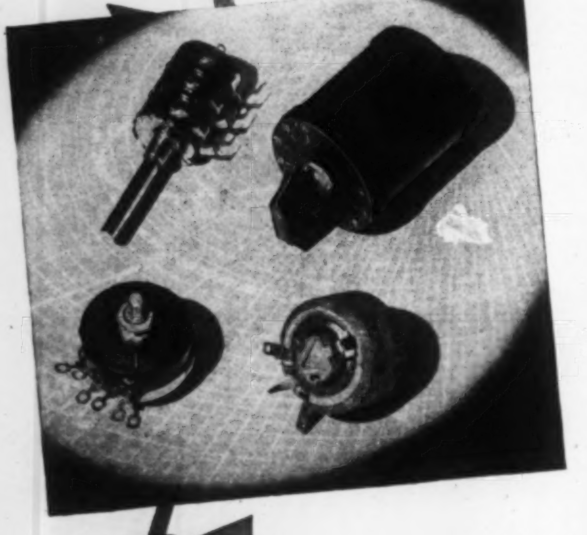

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AM-FM-VIDEO COSTS

[*Continued from page 372*]

TABLE V

DuMont 25-kw Television Station

(Studio Equipment)	(Prewar Cost Basi
2 Du Mont Iconoscope Cameras with electronic viewfinders and mounted on push dollies	
Du Mont studio Control desk	
	$ 23,
Electrically Controlled Camera Dolly	2,5
2 Special Film Projectors	12,
2 Du Mont Iconoscope Film Pickup Cameras	6,
Du Mont Master Control Board	35,
Du Mont 25 kw Video—12.5 kw Audio Transmitter with control console	65,
Suitable antenna	10,
Total	$153,5
(Field Pickup Equipment)	
2 Du Mont Field Pickup Cameras with control equipment	$ 24,
Du Mont Relay Transmitter	8,
Du Mont Relay Receiver	2,
Field Audio Equipment	1,5
Truck with generator and antenna	5,
Total	$ 40,5
(Installation, Sound, Lighting, etc.)	
Studio Installation	$ 15,
Structural Alterations, soundproofing, electrical wiring, etc.	25,
Studio lighting, sound equipment and intercommunication system	10,
Fireproofing film studio	1,
Equipment spares and test instruments	12,
Total	$ 64,
GRAND TOTAL	$258,

TABLE VI

General Electric 40-kw Television Station

(Studio Equipment)	(Prewar Cost Basi
2—Studio Camera Channels at $14,850 each	$ 29,7
2—Motion Picture (35 mm.) Channels at $24,200 each	48,
1—Basic Studio Equipment at $10,900 each	10,9
1—Sound (20 kw) and Picture (40 kw) Transmitter	150,
1—Installation engineering and Antennas *	16,
Prewar Selling Price	$255,

---

* Installation done by electrical contractors under supervision of G-E engine
$16,000 covers antennas and supervision, not installation.
(From testimony of Mr. McLean before FCC.)

Master Station

Basic requirements: 2-5 studio camera channels; 2 motion picture channels; control room equipment; microphones and audio apparatus; studio lighting equipment; studio-to-transmitter link equipment; antenna system; monitoring equipment; 40 kw visual and 20 kw aural transmitters; total cost (exclusive of physical facilities) $250,000-$300,000; with physical facilities $450,000-$500,000.

Operating expenses: Maintenance (including spare and replacement tubes and parts) $25,000 power cost (285 kw hour) $15,000; salaries (staff of 42 exclusive of talent but includes program, office production personnel) $150,000; miscellaneous (including advertising, rentals, taxes, interest, insurance, legal expenses, etc.) $100,000; drenreciation (captial investment of $300,000 for equipment on' depreciated over 5 years) $60,000; tota. annual expense $350,000; hourly cost for technical operation based on 8 hours daily, 365 days a year, $117.

Intermediate Station

Basic equipment requirements: 2 studio camera channels; 2 motion picture channels; control room equipment; microphones and audio equipment; studio lighting equipment; antenna system; monitoring equipment; 4 kw visual and 2 kw aural transmitters; estimated cost of equipment (exclusive of physical facilities), $140,000-$165,000; (physical facilities were estimated at $150,000-$200,000).

Operating costs, divided equally betw
live talent and film: maintenance $15,
power (110-kw per hour) $8,000; sal
(staff of 36), $100,000; miscellaneous, $
000; depreciation on capital investment
$165,000 over 5-year period, $33,000; t
expense, $231,000; hourly cost $80.

Satellite Stations

Basic equipment—Unattended: 4 k
visual and 2 kw aural transmitters; r
pickup receiver and antenna; antenna s
tem; monitoring equipment; cost, $48,
$51,000.

Attended: Same as unattended sate
but adding monoscope channel and a
channel; cost, $55,000-$58,000.

Attended: Same as unattended sate
but adding 16 mm film channel;
$66,000-$69,000.

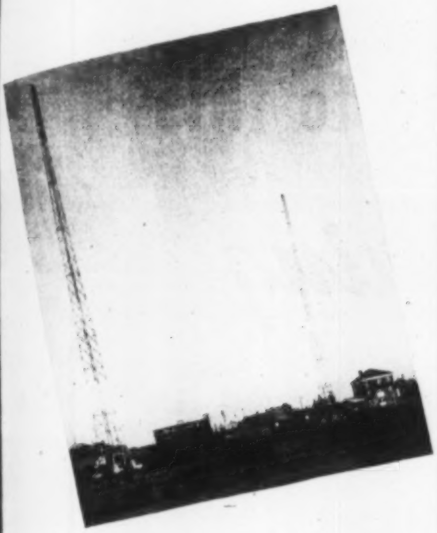
Operating costs—Unattended: mai
nance, $10,000; power (50 kw per ho
$5,000; salaries, none; miscellaneous,
total, $15,000 annually.

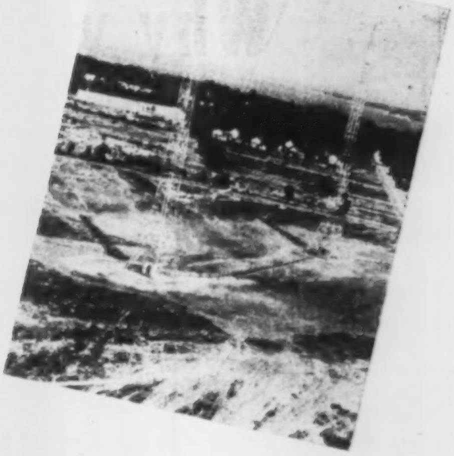
Attended: Maintenance $10,000; p
(50 kw per hour) $5,000; salaries $20,
(staff of 4); miscellaneous $10,000; de
ciation, $11,600; total $56,600; hourly
$20.

Attended with film facilities: Mai
nance, $12,000 power (50 kw per ho
$5,000; salaries, $30,000 (staff of 6); m
cellaneous, $18,000; depreciation, $13,
total, $78,800; hourly cost, $27.

TEMPORARY CLASS 2 EXPERIMENTAL HIGH FREQUENCY BROADCAST STATIONS

Licensee and Location	Call Letters	Frequency in kc.	Powe Wat
The Crosley Corporation, Cincinnati, Ohio	W8XFM	43,200	1,00
C. M. Jansky, Jr. and Stuart L. Bailey d/b as Jansky and Bailey, Georgetown, D. C.	W3XO	43,200	1,00





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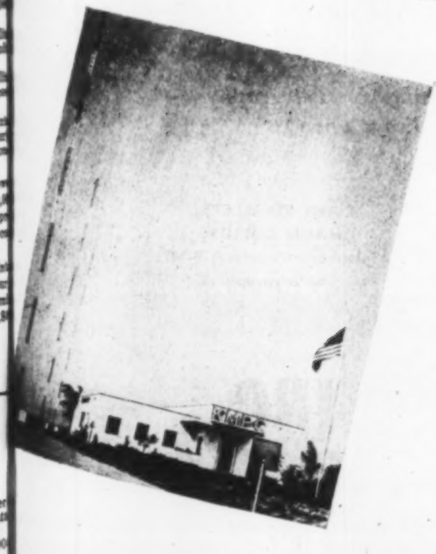

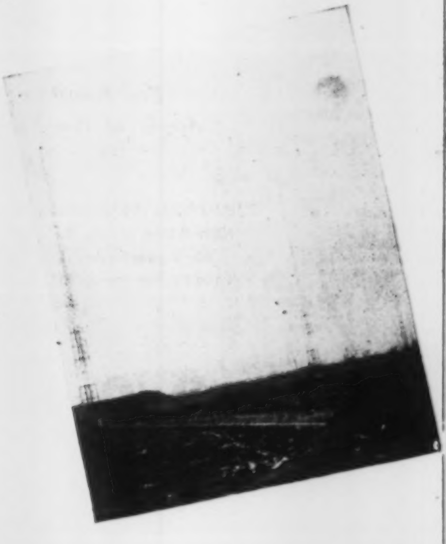

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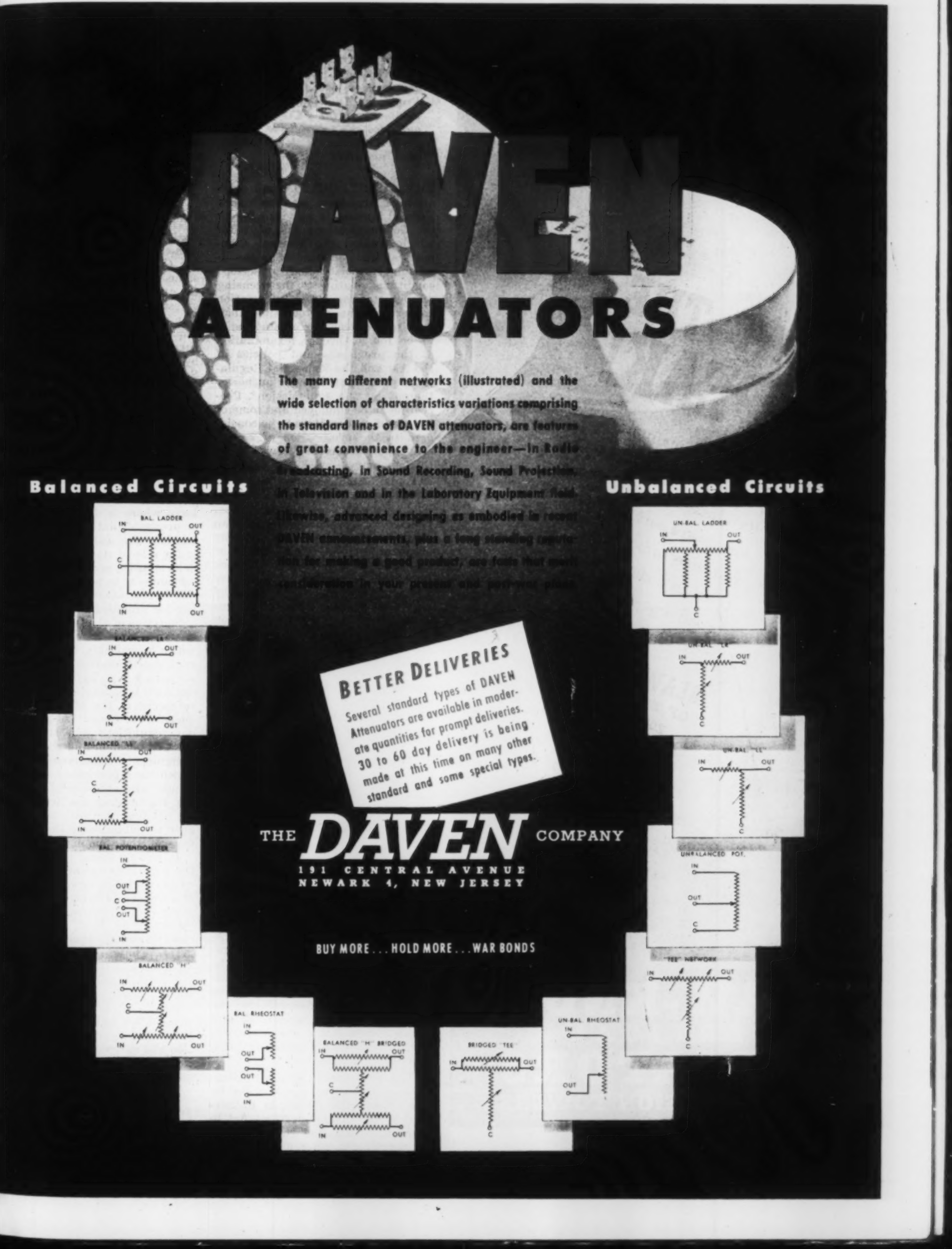
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BAL. RHEOSTAT
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BRIDGED "TEE"
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PROCEDURE RELATING TO BROADCAST LICENSE APPLICATIONS

Editor's Note: The following article was prepared by the Broadcast Division, Law Department of the FCC for the guidance of applicants or prospective applicants for broadcast facilities:

THE CONSTRUCTION and operation of broadcast stations under Federal licenses is provided for by the Communications Act of 1934[1] which created the Federal Communications Commission as the licensing authority and prescribed conditions relating to the licensing of such stations. Basic information concerning the prerequisites incident to the licensing of stations is to be found through examination of the provisions and policies of the Act and the Rules and Regulations promulgated under authority thereof by the Commission.[2] Procedures to be employed and some of the significant matters to be considered in the prosecution of broadcast applications are reviewed in this summary.

The Communications Act provides certain limitations upon the holding and transfer of a license, prohibiting the licensing of an alien; any corporation of which any officer or director is an alien or of which one-fifth of the capital stock is owned of record or voted by aliens or their representative or by a foreign government or representative thereof; or by a corporation organized under the laws of a foreign country. The Commission is directed by the Act to refuse a license to any person whose license has been revoked by a court under section 313 relating to the application of anti-trust laws and is authorized to refuse a license to any party which has been finally adjudged guilty by a Federal court of unlawfully monopolizing radio communication, directly or indirectly through the control of the manufacture or sale of radio apparatus. With these exceptions any person, firm, corporation or other group may qualify for a broadcast license.

License Application

A license for operation of a broadcast station may not be granted unless construction of the station has been authorized by the Commission upon written application as provided for under Section 319 of the Act. Accordingly, the first step in the process of obtaining a license for a new station is submission of an application for a construction permit.

The form upon which applications are submitted is prescribed by the Commission which is authorized by the Communications Act to require information regarding the citizenship, character, and the financial, technical, and other ability of an applicant to construct and operate a station, together with full information regarding the transmitting apparatus to be used and service proposed to be established. Upon request, specifying the type of station proposed to be constructed, the Commission will supply appropriate application forms. Triplicate copies are required, two of which must be executed under oath or affirmation.

The application form serves a dual purpose. It is designed to obtain essential information as a basis for Commission action and at the same time it serves as a guide to the applicant, which has the burden of establishing an affirmative case. The applicant is not limited to the requirements of the form, but may furnish any relevant information by exhibits or other attachments. Sections of the prescribed forms call for full information as to the applicant's identity and qualifications, including plans for financing; information as to facilities requested in terms of frequency proposed to be used, power and hours of operation; technical information, including complete description of equipment and antenna, particularly where a directional antenna is proposed, data regarding transmitting site (unless the proposal is for a local station with site to be determined), service contours with estimates as to population included; and information describing the service proposed to be rendered.

Selection of the frequency assignment proposed to be employed, which is probably the most significant determination to be made in preparing an application for a standard broadcast station, requires reference to the allocation of frequencies to broadcast services under regulations and standards of the Commission, and the frequency assignments authorized in licenses which have previously been issued. It may also prove helpful in avoiding engineering conflicts to examine pending applications, which are open to public inspection at the offices of the Commission.

It will be found on reference to the regulations relating to the allocation of frequencies for operation of standard broadcast stations that groups of frequencies have been classified as local, regional, and clear channels. (See Sections 3.21-3.27). These designations outline an allocation plan which provides for local stations of 100 to 25 watts power, designed to serve smaller centers of population; stations of 500 watts to 5 kw, designed to serve larger centers of population and surrounding area; and stations of 10 to 50 kw maximu power, designed to serve large areas, particularly at night. All frequency assignments are subject to modification or change by the Commission through appropriate proceedings provided such action will promote the public interest or is necessary to comply with a treaty.

---

[1] 48 Stat. 1064, 47 U.S.C. § 151.

[2] Copies of the Rules and Regulations Federal Communications Commission m be obtained from the Superintendent Documents, Government Printing Of Washington, D. C. The Rules of Practi and Procedure are published as Part 1, G eral Rules and Regulations as Part 2, the Rules Governing Standard and Hi Frequency Broadcast Stations as Part 3.

Interference

Where it appears from an examination of an application that interference will be caused to a licensed station above levels of protection contemplated by the Standards of Good Engineering Practice promulgated by the Commission, a hearing is usually required before a determination is made. However, while an application is under examination prior to formal action ordering a hearing, an applicant may amend to make additions and corrections or to avoid conflicts with the operation of established stations or with the service of stations proposed in pending applications. The applicant may also make additions and corrections for other purposes simply by submitting the necessary changes in triplicate sworn to in the same manner as the original application.

The Communications Act envisions broadcasting as a competitive industry, and invests the Commission with the responsibility of allocation of facilities, when and in so far as there is demand for the same, among the states and communities in such manner as to provide a fair, efficient, and equitable distribution of radio service.

If, upon examination of an application, the Commission determines that there are no conflicts requiring a hearing, that all statutory conditions have been fully satisfied, that the operation proposed is consistent with applicable rules and regulations, and that public interest, convenience, and necessity will be served thereby, the application is granted and a permit is issued.

Where the Commission is unable to reach such a determination, the application is designated for formal hearing. For the information of the applicant, any interested party, and the public, the Commission publishes a Bill of Particulars which is designed to give notice of the issues raised by the examination of the application. Prior to the hearing date, requests may be made for enlargement of these issues; for leave to take depositions; to amend the application or to permit third parties to intervene in the proceedings. These and other similar matters are considered by the Motions Commissioner upon the filing of an appropriate petition. Usually the hearing date is not fixed until after the filing of an appearance and request for hearing by the applicant, but may be designated in the original notice. The notice period may be thirty days or more.

Upon examination of the notice of hearing, an applicant may find it possible to satisfy the issues raised by amendment of the application, particularly if the questions raised have to do with infirmities which may be cured by submission of additional information or interference problems for which there is an engineering solution. Under such conditions it is appropriate to petition the Commission for leave to amend, and for reconsideration of the application as amended.

Hearings

Hearings are usually conducted by a presiding officer designated by the Commission who has authority to administer oaths, examine witnesses, and rule upon the admissibility of such evidence as the parties may present. Applicants may appear in person if an individual or partnership, or may be represented by an attorney, as is required of corporation applicants. Hearings are conducted in accordance with established judicial procedure, and the rules of evidence are applicable.

Within twenty days after the transcript of the record of the hearing has been filed, each party files proposed findings of fact and conclusions summarizing in detail the evidence presented at the hearing with suggested conclusions. After review of all evidence and proposed findings of the parties to the proceeding, the Commission enters its proposed report or findings of fact and conclusions. The applicant and any other parties then have twenty days to file exceptions and to request oral argument before the Commission, en banc, which is granted on request. After oral argument the Commission may enter a decision in accordance with its proposed findings, or may modify or reverse its proposed findings. In the event that no exceptions are taken, the Commission issues an order adopting the Proposed Findings and making it effective. This is the final determination of the case unless there is a petition for rehearing. A petition for rehearing may be filed within twenty days after the effective date of a decision by any party or person agrieved or whose interests are adversely affected. Such a petition may be filed whether or not the decision is based upon a hearing record but does not operate to stay the proceedings unless so ordered by the Commission.

The permit which the Commission issues pursuant to the grant of an application for authority to construct a new station specifies a date for commencement and completion of construction. In some instances an application for permit will be granted subject to approval of the transmitter site. In such cases the information as to the site selected, or other matters necessary to satisfy conditions should be submitted in an application for modification of permit. If permittee is not able to construct within the time allotted, an application may be made for a modification of the permit to extend the construction period, stating the reasons why the extension is requested. Upon completion of construction and equipment and program tests it is necessary to file an application for license showing compliance with all terms, conditions and obligations set forth in the application and the construction permit. A station license is issued if there is no cause or circumstance arising or first coming to the knowledge of the Commission after the granting of the permit which in its judgment would make the operation of such station against the public interest.

Applications for changes in operating assignments of existing stations, such as to change frequency, increase power, or change location, are handled in a manner similar to that described for new station authorizations, with appropriate forms provided to enable the applicant to present its case.

In addition to the procedure described for obtaining permits and licenses for new station construction, a license may be obtained through the assignment of the license of an existing station, or control of a license may be acquired by acquisition of the stock of an existing corporate licensee. In either event, the prior written consent of the Commission is necessary before such assignment or transfer of control may be completed. Applications for such consent are handled in the manner previously outlined.

TONIGHT

BLAW-KNOX speaks to you over the air

Tonight when you tune in, it's highly probable that your favorite programs will emanate from stations equipped with *Blaw-Knox Radio Towers.*

These Vertical Radiators have been specified by major broadcasting systems because they are both electronically and structurally sound — providing clear signals and maximum range . . . It is of note, too, that Blaw-Knox Directional Radio Beacons are used to guide all air transport service in the United States.

BLAW-KNOX vertical RADIATORS

First . . .

Consult Us on Your Problems
For Radio Station Construction

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Vertical Radiators
FM & Television Towers

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Erection - Lighting - Painting
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Radio's Weekly Payroll in 1944

Average Compensation as Computed by Federal Communications Commission

RADIO'S WEEKLY payroll increased more than 18% in October 1944 over 1943, to reach an aggregate of $1,615,126, while the average broadcasting salary went up more than 8% from $55.75 in 1943 to $60.25 in 1944, according to the annual FCC Employe & Compensation Report, released January 27, 1945.

Based on the week of Oct. 15, 1944, the FCC document shows a total of 26,688 fulltime employes of eight networks and 844 stations, as compared to 24,515 employed by 10 networks and 815 stations in October 1943. Average salary for fulltime employes, exclusive of executives, was $53.85 for the combined art, and $49.81 for the nation's 844 stations now operated by networks.

The average compares favorably with other industries, except the motion picture business of California, which showed an average weekly wage in November 1944 of $74.71, exclusive of executives and professionals (stars). In the same month newspapers and periodicals reported an average wage, exclusive of executives, of $49.96, according to the Bureau of Labor Statistics. Average for the telephone industry in November was $39; for telegraph, $36.63, and for all manufacturing in October, $46.94.

Station employes in executive capacities earned the following averages last October, according to the FCC data: general managerial, $145.56; technical, $73.44; program, $72.45; commercial, $110.61; publicity, $72.42; other, $78.75. For the eight networks and 10 key network stations the averages were: general managerial, $415.18; technical, $142.60; program, $177.55; commercial, $164.86; publicity, $146.48; other, $128.

Nonexecutive employes of the nation's 134 stations averaged salaries as follows: Technical—research & development, $62.83; operating, $52.90; other, $37.69. Program production, $53; writers, $40.14; announcers, $49.86; staff musicians, $58.75; other artists, $57.58. Commercial—outside salesmen, $95.92; promotion & merchandising, $47.92.

For the networks and 10 key stations, nonexecutives averaged these salaries: Technical—research & development, $90.45; operating, $70.08; other, $39.35. Program—production, $68.50; writers, $64.46; announcers, $72.03; staff musicians, $129.24; other artists, $78.94. Commercial — outside salesmen, $128.12; promotion and merchandising, $52.28.

The Commission's data covered only fulltime employes with a report on parttime salaries to be released at a later date.

Of the 26,688 employes listed for October last year, 249 were network and network key station executives, 2,780 executives of the 834 standard stations, 5,987 were network employes other than executives, and 17,672 were station employes.

Fulltime Employes for the Week Beginning Oct. 15, 1944

	Total 8 Networks and 844 Stations			Networks including 10 key Stations of Major Networks			834 other Standard Stations		
Class of employes	Number	Compensation	Average	Number	Compensation	Average	Number	Compensation	Average
Executives:									
General managerial	1,024	$162,808	$158.99	51	$21,174	$415.18	973	$141,634	$145.56
Technical	589	44,639	75.79	20	2,852	142.60	569	41,787	73.44
Program	559	44,915	80.35	42	7,457	177.55	517	37,458	72.45
Commercial	450	53,354	118.56	66	10,881	164.86	384	42,473	110.61
Publicity	139	12,510	90.00	33	4,834	146.48	106	7,676	72.42
Other	268	22,927	85.55	37	4,736	128.00	231	18,191	78.75
Total, executives	3,029	$341,153	$112.63	249	$51,934	$208.57	2,780	$289,219	$104.04
Employes (other than executives):									
Technical:									
Research and development	104	7,750	74.52	44	3,980	90.45	60	3,770	62.83
Operating	4,758	267,516	56.22	921	64,544	70.08	3,837	202,972	52.90
Other	294	11,218	38.16	83	3,266	39.35	211	7,952	37.69
Program:									
Production	1,114	65,890	59.15	442	30,277	68.50	672	35,613	53.00
Writers	989	42,761	43.24	126	8,122	64.46	863	34,639	40.14
Announcers	3,450	176,015	51.02	181	13,037	72.03	3,269	162,978	49.86
Staff musicians	2,226	169,619	76.20	551	71,211	129.24	1,675	98,408	58.75
Other artists	1,511	101,764	67.35	691	54,545	78.94	820	47,219	57.58
Other	1,331	67,809	50.95	530	33,810	63.79	801	33,999	42.45
Commercial:									
Outside salesmen	1,332	132,179	99.23	137	17,553	128.12	1,195	114,626	95.92
Promotion and merchandising	734	37,250	50.75	476	24,887	52.28	258	12,363	47.92
Other	574	23,671	41.24	384	16,051	41.80	190	7,620	40.11
General and administrative:									
Accounting	1,065	42,632	40.03	291	12,768	43.88	774	29,864	38.58
Clerical	1,199	34,207	28.53	279	8,640	30.97	920	25, 67	27.79
Stenographic	1,246	39,420	31.64	202	6,810	33.71	1,044	32,610	31.24
Other	1,245	39,326	31.59	602	21,917	36.41	643	17,409	27.07
Miscellaneous	487	14,946	30.69	47	2,324	49.45	440	12,622	28.69
Total, excluding executives	23,659	$1,273,973	$53.85	5,987	$393,742	$65.77	17,672	$880,231	$49.81
Total, including executives	**26,688**	**$1,615,126**	**$60.52**	**6,236**	**$445,676**	**$71.47**	**20,452**	**$1,169,450**	**$57.18**

ANDREW

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NOW READY TO SERVE BROADCASTERS

FM AM TELEVISION

ANDREW CO.

363 East 75th Street • CHICAGO 19, ILLINOIS • Triangle 4400

(*Continued from page 66*)

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal.*

WRJN, Racine—Licensed to Racine Broadcasting Corp.; principal stockholders: F. R. Starburk, president and Harry R. LePoidevin, secretary-treasurer of the Journal Times Co.

WHBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press.*

WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune.*

WYOMING

KFBC, Cheyenne—Licensed to Frontier Bcstg. Co.: Ownership affiliated with Cheyenne Newspapers Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune* (Speidel Newspapers); (see also KDON, Monterey, Cal., and WGNY, Newburgh, N. Y.).

ALASKA

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 969 of 1,000 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner.*

HAWAII

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock owned by *Honolulu Star-Bulletin;* 56% of stock by Consolidated Amusement Co. Ltd.; 20% by Zion Securities Corp.

KGU, Honolulu—Licensed to Marion A. Mulrony and Advertiser Publishing Co., publishers of *Honolulu Advertiser.*

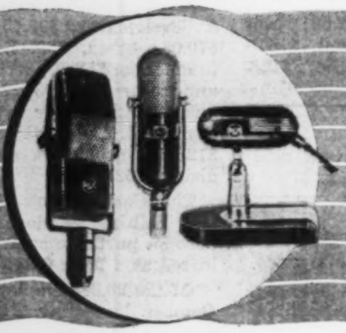
KHBC, Hilo—Licensed to Hawaiian Broadcasting System, Ltd.; same ownership as KGMB, Honolulu.

KTOH, Lihue—Licensed to Garden City Publishing Co. Ltd., publisher of *Garden Island* (weekly).

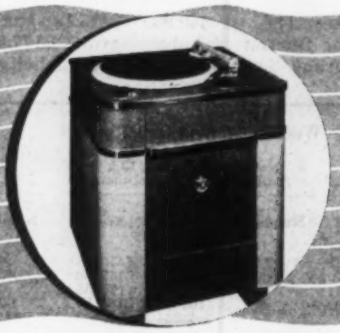
In Equipment for

For years, RCA broadcast transmitters and RCA studio equipment have been known as the finest. This reputation for quality, plus the outstanding engineering and design features of these equipments, have made them the undisputed first choice of broadcast stations for the past decade.

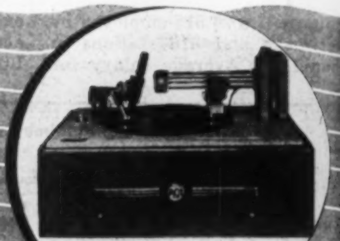
During this ten-year period, most of the major advances in transmitter design have appeared first in RCA transmitters—including high-level Class B modulation, air-cooled, high-power tubes, front-of-panel access and many others. Postwar, RCA transmitters



1. MICROPHONES — RCA microphones of these three types—the 44-B for high-quality, studio pickups, the 77-C for special, directional pickups and the 88-A for field use—are the symbols of the industry.

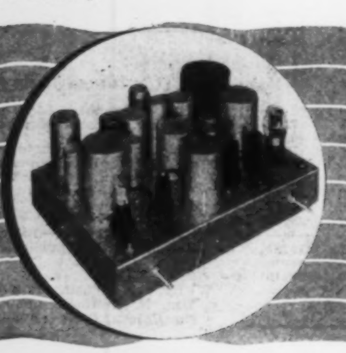


2. TRANSCRIPTION TURNTABLES — The RCA 70-C Turntable—with combination vertical and lateral pickup head—is the standard to which others are compared, over a thousand in use.

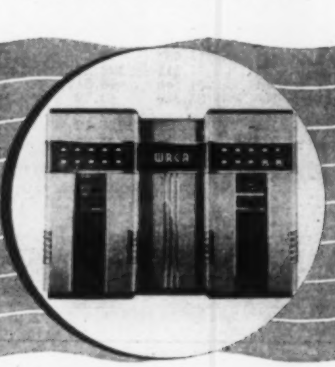


3. RECORDERS — The RCA 73-B high-quality recording equipment is the finest broadcast-type recorder produced today. The OR-1A portable recorder and the 72-D recording attachment are also popular.

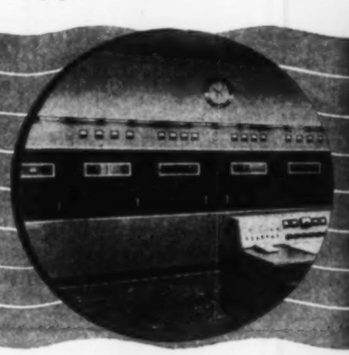
4.



7. AUDIO AMPLIFIERS — The individual units of deluxe, RCA, audio equipments are also available separately. There are special units for use as pre-amplifiers, line amplifiers, monitoring amplifiers, etc. Also racks, shelves, etc.

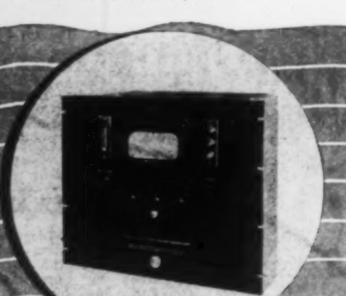


8. LOW-POWER TRANSMITTERS — Modern-styled, RCA transmitters of proven performance and reliability are available in all powers. The unit above is the 1 KW (the left-hand section alone is a complete 250 watt transmitter).

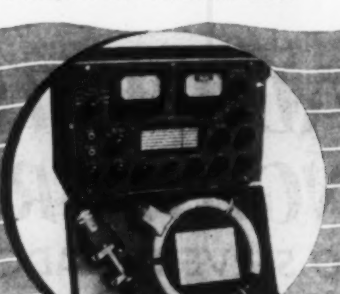


9. 5/10 KW TRANSMITTER — RCA engineers developed the first air-cooled 5 KW transmitter a number of years ago and have been constantly improving on it ever since. The 5E/10E, latest model in this series is shown here at WMCA.

10.



13. MONITORING EQUIPMENT — RCA modulation monitors, frequency monitors and phase monitors are standard units, designed specifically for broadcast use and built to match other RCA broadcast units.



14. FIELD INTENSITY METER — The RCA, 308-A Broadcast Field Intensity Meter, designed for field or mobile use, is the standard measuring instrument used by most consultants and station engineers.

15. MEASURING EQUIPMENT — The RCA, 68-B Audio Oscillator and the RCA, 69-C Distortion Meter are universally used for determining the frequency response and distortion characteristics of broadcast installations.

16.

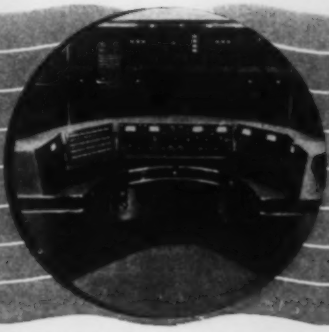
AM Broadcast Stations

will embody new features developed from the unequalled experience of RCA engineers in building *the most advanced types* of electronic equipment for the military services.

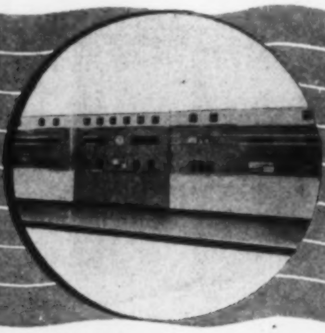
Moreover, it is worthy of note that only RCA actually builds all of the equipment items—microphones, turntables, amplifiers, transmitters, antennas, etc.—which are required in a modern broadcast station. These equipments are *designed to work together* and thus provide maximum convenience, efficiency and performance. Most important, they are *proven* units which RCA has built in the past and is building today.

4. *PORTABLE EQUIPMENT* — This is the RCA OP-6 portable pickup equipment. A companion unit, the OP-7, provides a four-position, high-level mixing system also suitable for outside use.

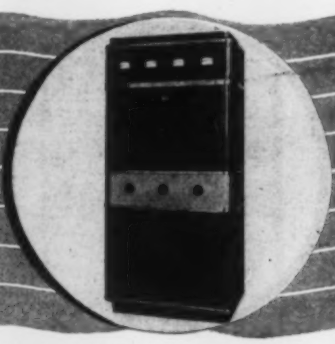
5. *STUDIO CONSOLETTE* — The RCA 76-B2 Studio Consolette is a complete speech-input equipment for small and medium-sized stations. Provides the advantages of RCA quality in a "package" unit.



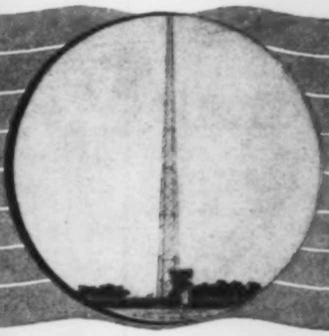
6. *DELUXE STUDIO CONSOLES* — Custom-built RCA consoles and rack assemblies—such as this one at WFBR—represent the very finest in broadcast studio equipments. In use in many network studios.



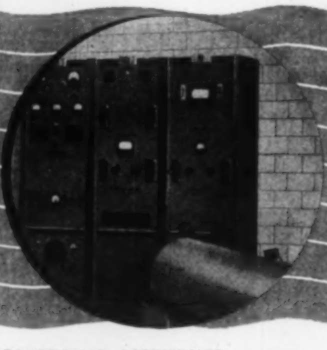
10. *50 KW TRANSMITTER* — The RCA, 50-E Transmitter, shown here, is also air-cooled. It uses the high-level, high-efficiency, Class B modulation circuit first introduced to broadcasting in RCA transmitters.



11. *ANTENNA PHASING EQUIPMENT* — RCA custom-built antenna coupling and phasing units (for both directional and nondirectional systems) are another industry standard. Built in several sizes and cabinet models.



12. *ANTENNAS* — After the war, RCA will offer AM antenna towers in several designs, thereby bringing to broadcast stations the full advantages of overall RCA engineering and responsibility.



16. *MONITORING ASSEMBLIES* — RCA, custom-built assemblies of audio and monitoring units for the transmitter station represent the most advanced and finest type of equipment for the purpose.

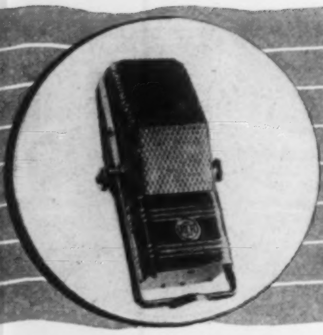
RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

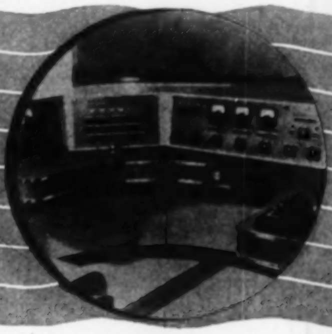
In Equipment for

Before the war, RCA engineers had designed a complete line of equipment for FM broadcast stations. A considerable number of RCA-built, FM broadcast transmitters were installed and are on the air today. In the important (because it is chiefly used in New York, Chicago and other metropolitan centers) 10KW category, for instance, five RCA 10KW, FM transmitters have been installed. More than of any other make. An additional quantity of these transmitters was built but was diverted for war purposes.

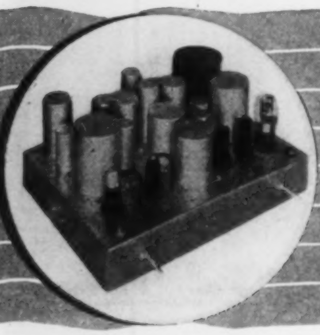


1. HIGH FIDELITY MICROPHONES—The RCA 44-BX Microphone is the standard of the industry. After the war, RCA will have even better microphones, insuring maximum FM response characteristics.

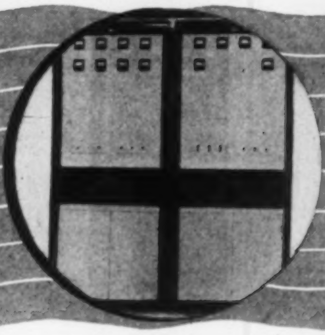
2. STUDIO CONSOLETTES — The RCA 76-B2 Consolette is well-suited for small and medium-sized FM stations and the individual studio booths of larger stations. Complete facilities for two studios, booth announcements, turntables, remotes, etc.



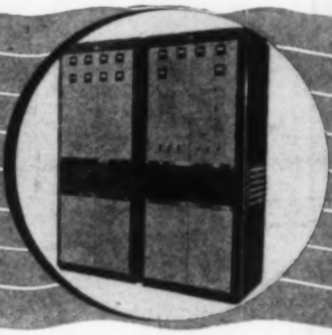
3. STUDIO CONSOLES — RCA, custom-built studio consoles are ideal for the high-quality requirements of FM. Shown here is the control console of FM Station WBRL, Baton Rouge, La.



7. HIGH-QUALITY AMPLIFIERS—The several types of standard, RCA studio amplifiers are well-suited for FM use. All amplifiers have a flat frequency response, which may be compensated, when desired, for particular installations.

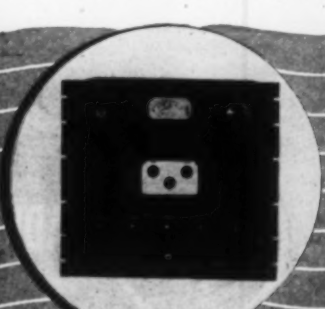


8. 1 KW FM TRANSMITTER—This is the RCA FM-1-B Transmitter, built before the war, a number of which were installed and are in operation. After the war, RCA will offer a complete new line of FM transmitters of all powers.

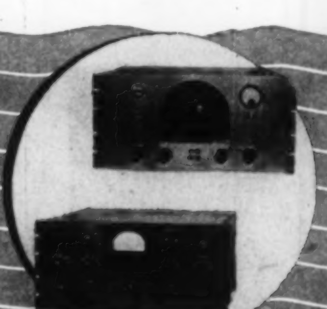


9. 3 KW FM TRANSMITTER — This is the RCA FM-3-B Transmitter, built and sold before the war. The same exciter is used in all RCA FM Transmitters from 1 KW to 50 KW.

13. FM FIELD-INTENSITY METER — The RCA 301-B Field Intensity Meter, which has a frequency range of 20 to 125 megacycles—and a built-in discriminator circuit—is the only commercially produced unit suitable for FM use.



14. FM MONITORS — RCA FM frequency monitors and FM modulation monitors are the finest built for this specific purpose—are fully approved by the FCC for FM station use.

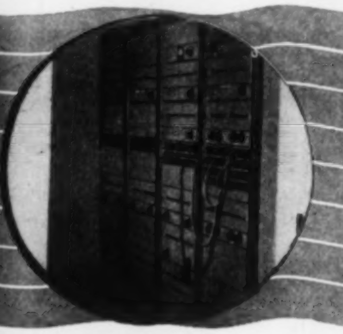


15. MEASURING EQUIPMENT— For making "proof-of-performance" measurements of AM noise level, FM noise level, frequency response and distortion, the RCA 68-B Oscillator and 69-C Distortion Meter are recommended.

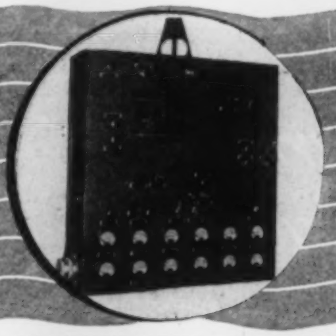
FM Broadcast Stations

RCA FM transmitters were designed and built along the lines of the exceedingly successful RCA AM transmitters. They are built that way because it is felt that station engineers want in their FM transmitters the same qualities of convenience, reliability and appearance that they have come to expect in AM equipment.

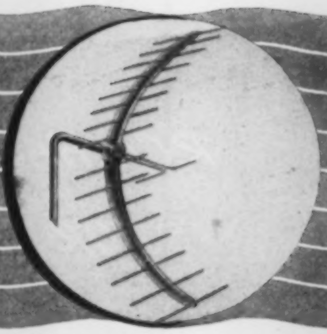
After the war, RCA will offer a complete new FM line which will incorporate the much superior, RCA-developed locked-in oscillator circuit and other improved features which have become available through RCA's advanced war work.



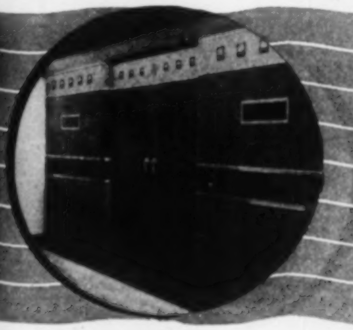
4. *STUDIO EQUIPMENT RACKS* — RCA studio assemblies for use with or without custom-built consoles are also well-adapted for FM — can be built to incorporate any facilities desired. These are the studio equipment racks at WBRL.



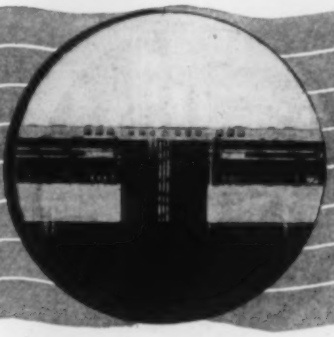
5. *RELAY TRANSMITTER* — RCA has built many types of relay transmitters, including the television transmitter shown here. After the war, RCA will have a new, simplified relay transmitter especially designed for FM stations.



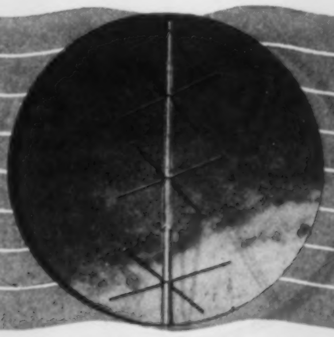
6. *RELAY ANTENNAS* — The directional or beam antenna, such as that shown here, is largely based on RCA research. After the war, RCA will offer a special type for FM relay service.



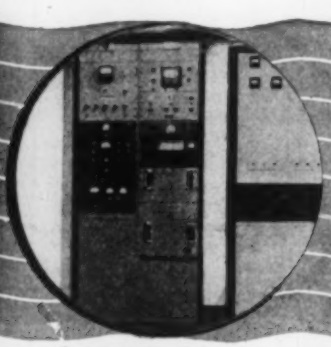
10. *10 KW FM TRANSMITTER* — This RCA FM-10-A Transmitter at NBC, New York is one of five in this power size which were installed before the war.



11. *50 KW FM TRANSMITTER* — This is the RCA FM-50-A Transmitter which was under construction when the war began. After the war, RCA will have a new 50 KW design incorporating many unique features.



12. *FM ANTENNAS* — The turnstile antenna—symbol of FM broadcasting—was developed by Dr. G. H. Brown of the RCA Laboratories. After the war, RCA will sell directly a new and improved design—much easier to install and requiring no tuning in the field.



16. *MONITORING ASSEMBLIES* — Transmitter audio equipment and monitoring equipment can be mounted in standard RCA racks to match other RCA units. Racks shown here are those at WBRL, Baton Rouge.

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

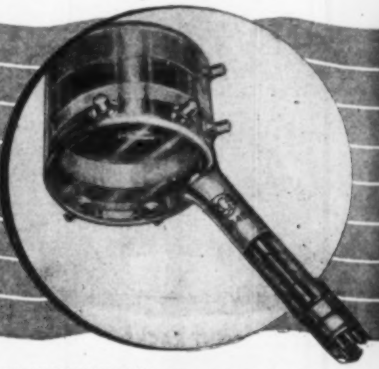
In Canada, RCA VICTOR COMPANY LIMITED, Montreal

In Equipment for

RCA engineers developed the modern "all-electronic" system of television and introduced it to the public more than ten years ago. Practically all of the chief components of the television system in use today were devised by RCA engineers and first demonstrated in RCA equipment.

Before the war, RCA was the main builder of commercial television transmitting equipment—including cameras, control equipment, film scanners, audio and video transmitters, relay transmitters, antennas and field pickup equipment. A considerable number of these equipments are in use today in stations in this country and abroad.

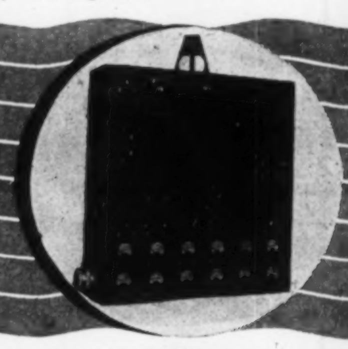
RCA HAS EVERYTHING FOR TELEVISION



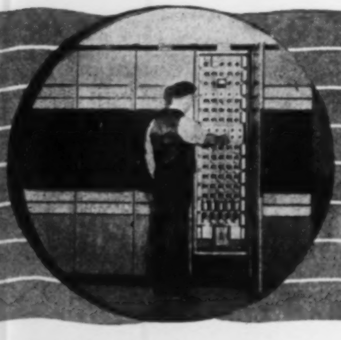
1. ***THE ICONOSCOPE***—The "electric eye" of the television camera. Developed by Dr. V. K. Zworykin, RCA scientist, and brought to a high degree of perfection by RCA engineers.

5. ***THE FIELD CAMERA*** — The RCA field pickup camera shown here is the first camera to use the "orthicon" pickup tube—by far the most satisfactory for "outside" pickups.

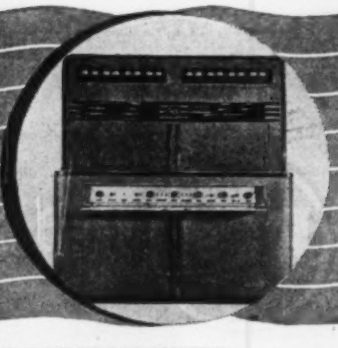
6. ***REMOTE PICKUP EQUIPMENT*** — RCA engineers built the first television equipment for field pickups—and the first such equipment (shown here) for use with the "orthicon" camera.



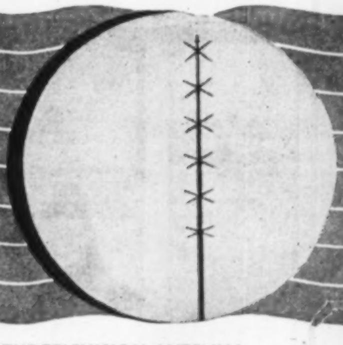
7. ***THE RELAY TRANSMITTER*** — The first transmitters to be used for television relaying were built by RCA engineers—the one shown here is for relaying from a remote pickup point.



11. ***THE SYNCHRONIZING GENERATOR***—Furnishes the signals that key transmitter and receiver together. This type of synchronizing, now almost universally used, was developed by RCA.



12. ***THE VIDEO TRANSMITTER*** — The first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA.



13. ***THE TELEVISION ANTENNA***—RCA engineers have designed a large number of antennas for television. The turnstile antenna, shown here, was developed by Dr. G. H. Brown of RCA Laboratories.

Television Broadcast Stations

Moreover, RCA engineers, having had actual experience in designing and building commercial television transmitting equipment, have, during the war, been adding to their experience by building for the services the most advanced type of radio and other electronic equipment.

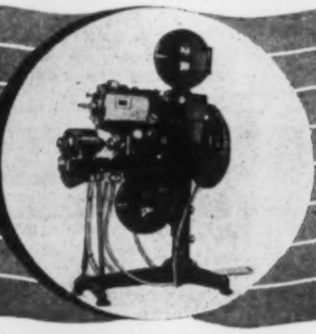
After the war, as before, RCA will be the leader in building television transmitting equipment. For television broadcast stations, RCA will offer a complete new line of equipment—highly efficient, simple to operate, and requiring minimum maintenance.

2. *THE KINESCOPE* — The reproducing tube used in all present-day receivers. Developed by Dr. V. K. Zworykin of RCA Laboratories as part of his "all-electronic" television system.

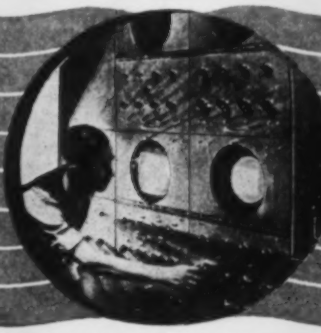
3. *THE "ORTHICON"* — The high-sensitivity pickup tube, which requires much less light and hence makes outside pick-ups practical. Developed by Dr. Rose and Dr. Iams of RCA Laboratories.

4. *THE STUDIO CAMERA* — Deluxe-type studio cameras shown here were first designed and built by RCA. Cameras of generally similar design are now used in nearly every television studio.

8. *BEAM ANTENNAS* — Beam antennas such as the one shown here, which may be used with the relay transmitter shown at left, are largely based on original RCA research.



9. *THE FILM SCANNER* — The arrangement which allows standard motion picture films (24 frames) to be televised over a 30-frame, interlaced system was devised by RCA engineers.



10. *THE MONITOR EQUIPMENT*—The system of monitoring several video channels by means of a picture tube and an oscilloscope for each channel was first used by RCA engineers.

4. *"BIG SCREEN" RECEIVERS* — RCA engineers designed and RCA factories built the first home television receivers. Their newest contribution, shown here, is the home receiver with a built-in, large-size screen for comfortable viewing from any point in an average-sized living room. Picture is unretouched.

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AMENDMENTS TO FCC RULES AND REGULATIONS FOR BROADCAST SERVICES

Adopted During Calendar Year 1944

Amend Section 1.364 so (1) Voluntary reads as follows:

§1.364 *Assignment or transfer of control.—(a) General.* (1) *Voluntary:* Application for consent to voluntary assignment of a construction permit or license or for consent to voluntary transfer of control of a corporation holding a construction permit or license shall be filed with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control.

Section 2.4 Radio station amended to read:

§2.4 *Radio station.*—"Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy. A station includes all apparatus used at a particular location for one class of service. Radio stations are classified according to the nature of the service they furnish and in each service there may be several classes of radio stations, as hereinafter provided.

In Subsection 2.53 (a) add (3), reading as follows:

A licensed operator who is the holder of a radiotelephone or radiotelegraph first or second class license may be on duty as the operator of one or more forestry stations licensed in the name of the same person, municipality, or state, at any location within the reliable daytime communication range of each such station in lieu of the transmitter locations or control point(s) during actual operation of the transmitting apparatus employing telephony, *Provided*, Such operator has each station within his effective[5a] control and supervises the emission of each station to insure proper operation thereof in accordance with the terms of the respective station license: *Provided further*, That forestry stations operated in accordance herewith shall have a maximum rated carrier power not in excess of 50 watts and shall be authorized to operate on a frequency or frequencies other than within the band 3000 to 30,000 kilocycles; *Provided further*, That the equipment thereof shall be designed and constructed so that none of the operations necessary to be performed during the course of normal rendition of service may cause off-frequency operation or result in any unauthorized radiation, and that any needed adjustments of the transmitter that may affect proper operation of the station shall be regularly made by or in the presence of an operator holding a first or second class license, either telephone or telegraph, who shall be responsible for the proper operation of the equipment. (§2.53(a)(3) effective Aug. 15, 1944.)

Footnote 6 to Section 2.72 Classification of emissions, *amended to read:*

[6] See Article 5, Section I of the General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, Revision of Cairo, 1938.

Footnote 3 adopted to follow the table "Communication band width" in §2.72:

[3] See Appendix 3 of the General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, Revision of Cairo, 1938.

Section 2.77 Type B emission prohibited, *amended to read:*

§2.77 *Type B emission prohibited.*—No license shall be issued for the operation of any station using, or proposing to use transmitting apparatus employing damped wave (type B) emission, except for the operation of lifeboat apparatus for routine tests, and emergency communication in the open sea.

Amend Section 3.35 to read as follows:

§3.35 Multiple ownership.[9a]—No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled[9b] by any person[9c] where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

[9a] See Order 84-A, dated November 23, 1943: "This regulation is to take effect immediately, PROVIDED, HOWEVER, That with respect to persons who now directly or indirectly own, operate or control a standard broadcast station which renders primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, the effective date of this regulation shall be midnight May 31, 1944; PROVIDED FURTHER, That with respect to such persons the Commission may, upon proper showing, extend the licenses of the stations involved in order, in any particular case, to determine the applicability of this regulation or to permit the orderly disposition of properties."

The Commission on April 4, 1944 adopted Order 84-B which provided:

"I. Except as provided below the effective date of Regulation 3.35 is hereby suspended.

II. On or before May 31, 1944, all licensees to whom Regulation 3.35 is or may be applicable will be required to:

1. File an application which will effect compliance with Regulation 3.35; or
2. Submit a petition for extension of license for such period as may be necessary to complete negotiations for an orderly disposition or otherwise to comply with the terms of the Regulation, provided such petition sets forth:
   a. The determination of the licensee to proceed in good faith as expeditiously as may be to effectuate compliance with the Regulation; and
   b. A statement of the steps which petitioner proposes to take in order to effect his compliance with the Regulation, and the specific facts establishing due diligence in the effort to effect a compliance with the terms of the Regulation and the licensee's inability to comply therewith; or
3. Submit a petition for a hearing to determine the applicability of Regulation 3.35 to the petitioner, in which case the petition and the license renewal will be set for hearing.

III. The license renewals of all affected licensees, who do not take one of the foregoing steps or who are unsuccessful in obtaining an extension of time under subparagraph 2 above, will be designated for hearing.

IV. The Commission will insist upon a speedy determination of any proceeding hereunder and will require an expeditious compliance with its final order thereon within such reasonable time as may be fixed in such final order.

V. Upon compliance with Regulation 3.35 the Commission will issue appropriate certificates pursuant to the provisions of Section 123 of the Revenue Act of 1943."

[9b] The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

[9c] The word "person", as used herein, includes all persons under common control.

In Section 3.404 under (a) in the program log, add (4) as follows:

(4) An entry showing, for each program of network origin, the name of the network originating the program.

In Section 3.407 add (f) as follows:

Section 3.407(f): A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Add Section 3.409 to read as follows:
Section 3.409 Sponsored programs, announcement of:

(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program; provided, however, that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

Section 3.64 is amended to read as follows:

§3.64 Alternate main transmitters.—The licensee of a standard broadcast station may be licensed for alternate main transmitters provided that a technical need[21] for such alternate transmitters is shown and that the following conditions are met:

PRESERVE YOUR 1944 YEARBOOK

Amendments to FCC Rules & Regulations For Broadcast Services

(Appearing on Pages 372 to 438 inclusive, 1944 YEARBOOK)

Because of paper-rationing, the 1945 YEARBOOK Number does not include the FCC Rules & Regulations or rules of practice and procedure, as published in preceding editions. Only miscellaneous changes have occurred in these regulations since publication of the 1944 edition, and these amendments are published herewith, with appropriate references.

These amendments, prepared by the FCC Legal Department for inclusion in this YEARBOOK, may be transferred to the 1944 YEARBOOK to perfect the rules as of Jan. 1, 1945.

Far-reaching changes in the rules are expected during 1945, consistent with the plan for new spectrumwide allocations which will affect all broadcast services. When available in final form, these rules will be published by BROADCASTING.

THE EDITORS

[5a] Effective control is deemed lost when a receiver or transmitter of a station becomes inoperative or operation deviates from terms of the station license, and operation of such station must be discontinued immediately.

(*Continued on page 392*)

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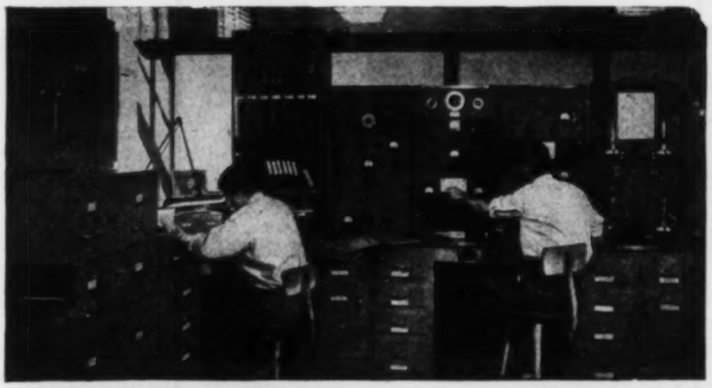

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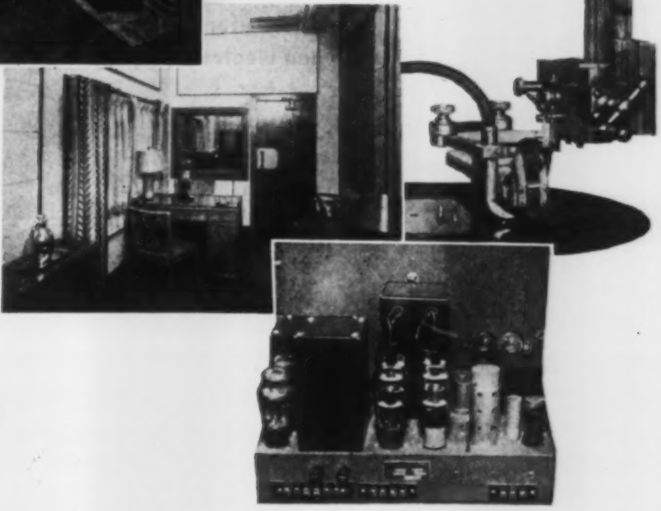

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Joseph Tait, President

Amendments to FCC Rules and Regulations

[Continued from page 388]

(a) Both transmitters are located at the same place.

(b) The transmitters have the same power rating except at stations operating with different daytime and nighttime power when it shall be permissible to employ transmitters of power ratings appropriate to either the licensed daytime or nighttime power.

(c) The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

Amend Section 4.3 so (b) reads as follows:

(b) Licenses for relay broadcast and special relay broadcast stations authorized under section 4.22 of the Rules and Regulations will be issued for a period running concurrently with the license of the broadcast station with which it is to be used.

Amend Section 4.226 to read as follows:

§ 4.226 *Multiple ownership.*—No person (including all persons under common control) [24] shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcast service distinct and separate from existing services, and (2) that such ownership, operation or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: ***Provided, however,*** That no person (including all persons under common control), shall directly or indirectly own, operate, or control more than one television broadcast station that would serve substantially the same service area: ***And provided, further,*** That the Commission will regard the ownership, operation, or control of more than five television broadcast stations as constituting a concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Unpublished Amendment No. 242 amends § 13.61 by adding these footnotes:

[9a] See Order No. 91-C, dated and effective Jan. 19, 1943; Order No. 97, dated and effective May 19, 1942; Order No. 102, dated and effective June 16, 1942; Order No. 123, dated and effective Oct. 9, 1944.

[10a] These provisions were originally suspended effective July 9, 1941 by Commission Order No. 83 and the suspension has been continued by Orders Nos. 83-A, 83-B, 83-C, 83-D, 83-E, and 83-F. Order No. 83-F is effective as of July 1, 1944 and expires on Dec. 31, 1944.

As a result of Commission action Dec. 19, 1944, adopting Order No. 83-G, footnote 10a to § 13.61 will read (to be amendment No. 256):

[10a] These provisions were originally suspended effective July 9, 1941 by Commission Order No. 83 and the suspension has been continued by Orders Nos. 83-A, 83-B, 83-C, 83-D, 83-E, 83-F, and 83-G. Order No. 83-G is effective as of January 1, 1945 and expires on June 30, 1945.

In Section 13.61 see Orders No. 83-F, 123, 83-G, and 97.

Unpublished Amendment No. 249 adds the following footnotes to Section 13.2 regarding attached Orders Nos. 97, dated May 19, 1942, and 123, dated Oct. 9, 1944:

[2a] By Commission Order No. 97, dated May 19, 1942, the Commission established a class of operator license, in addition to those previously established, to be designated "Temporary Limited Radiotelegraph Second Class Operator License" and to be issued in accordance with the provisions of that Order.

[2b] By Commission Order No. 123, dated Oct. 9, 1944, the Commission established a new type of license, in addition to those previously established, to be designated "Temporary Emergency Radiotelegraph Second Class Operator License" and to be issued in accordance with the provisions of that Order.

Unpublished Amendment No. 259 (Footnote 1 to Sec. 12.26, Footnote 1b to 12.66) and Amendment No. 260 (Footnote 7a to Sec. 13.28):

By Order No. 77, dated and effective Dec. 4, 1940, this section was suspended, until further order of the Commission, insofar as the required showing of service or use of license is concerned. The suspension has been continued by Orders Nos. 77-A, 77-B, 77-C and 77-D. Suspension date extended in no event beyond Jan. 1, 1946, by Order No. 77-D, effective as of Dec. 27, 1944.

FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C.

ORDER No. 77-D

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 27th day of December, 1944;

The Commission having under consideration its Rules Governing Amateur Radio Stations and Operators and its Rules Governing Commercial Radio Operators, with particular reference to the provisions concerning renewals; and

IT APPEARING, That present conditions render it difficult for amateur radio station licensees, amateur radio operators, and commercial radio operators to make a showing of service or use required for renewal of license; and that such difficulty will be accentuated in many cases due to military service;

IT IS ORDERED, That Sections 12.26 and 12.66 of the Rules Governing Amateur Radio Stations and Operators, and Section 13.28 of the Rules Governing Commercial Radio Operators, insofar as the required showing of service or use of license is concerned, BE, AND THEY ARE HEREBY SUSPENDED until further order of the Commission, but in no event beyond January 1, 1946.

This order shall become effective January 1, 1945.

FEDERAL COMMUNICATIONS COMMISSION
T. J. SLOWIE, *Secretary*

Unpublished Amendment No. 244 amends § 13.73 by the addition of footnote indicator 11a in the first paragraph:

§13.73 *Supervision of examinations for permit.*—Persons other than employees of the Commission may be authorized to supervise examinations for Restricted Radiotelephone Operator Permits for one or more employees [11a] of a division of local or State Government: *Provided*—

(a) * * * *
(b) * * * *

[11a] The term "employees of a division of local or state Government" is interpreted to include prospective employees of forestry station licensees.

---

[21] Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

[24] The word "control," as used herein, is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

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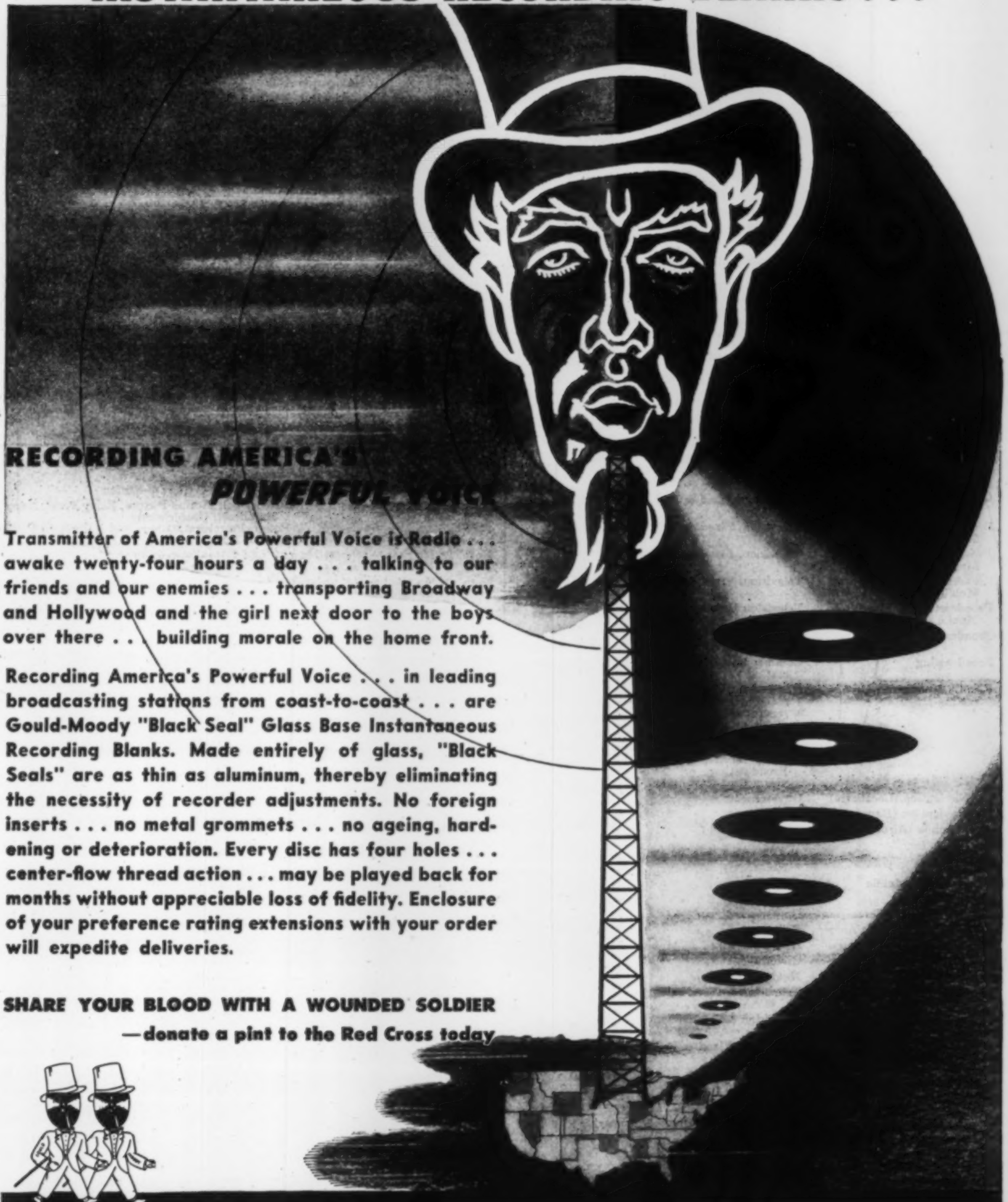

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TABLE OF PROPOSED ALLOCATIONS 25,000 KC TO 30,000,000 KC

(Announced January 16, 1945 by the Federal Communications Commission)

THE FOLLOWING table sets forth spectrumwide allocations to cover postwar operations proposed by the FCC in a preliminary report announced Jan. 16, 1945. Final allocations, to cover such new broadcast services as FM, television and facsimile, were to follow oral arguments in mid-February. This table shows FCC recommendations for non-governmental services (headed Proposed U. S. Allocations) and the recommendations made by the Interdepartment Radio Advisory Committee for governmental radio services.

Freq. Band mc	*Proposed International Allocation*	*Proposed United States Allocation*	*Remarks*
25.015–27.305	Fixed & Mobile except Aero & Maritime	Gov. & Non-Gov. Fixed & Mobile Note 1	Power to be limited internationally to 500W
27.305–27.335	Scientific, Industrial & Medical	Scientific, Industrial & Medical	
27.335–28	Fixed & Mobile except Aero & Maritime	Gov. & Non-Gov. Fixed & Mobile Note 1	Power to be limited internationally to 500W
28–30	Amateur	Amateur	
30–30.5	Fixed & Mobile except Aero	Gov.	Note 2
30.5–32	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
32–33	Fixed & Mobile except Aero	Government	Note 2
33–34	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
34–35	Fixed & Mobile except Aero	Government	Note 2
35–36	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
36–37	Fixed & Mobile except Aero	Government	Note 2
37–38	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
38–39	Fixed & Mobile except Aero	Government	Note 2
39–40	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
40–40.96	Fixed & Mobile except Aero	Government	Note 2
40.96–41	Scientific, Industrial and Medical	Scientific, Industrial and Medical	
41–42	Fixed & Mobile except Aero	Government	Note 2
42–44	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 4
44–50	Broadcasting, Fixed & Mobile	Television Broadcasting	Note 5
50–54	Amateur	Amateur	
54–60	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile Mobile	Note 5
60–66	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
66–72	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
72–78	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
78–84	Broadcasting, Fixed & Mobile	Television Broadcasting	
84–88	Broadcasting	Educational FM Broadcasting	
88–102	Broadcasting	Commercial FM Broadcasting	
102–108	Fixed, Mobile & Broadcasting	(Later determination to be made by the Commission regarding the allocation of all or a part of this band to FM Broadcasting, Non-Gov. Emergency services Facsimile Broadcasting or Television Broadcasting.)	
108–112	Air Navigation (Localizers)	Government	
112–118	Air Navigation (Ranges)	Government	
118–122	Aero Mobile (Airport Control)	Airport Control	
122–132	Aero Mobile	Aero Mobile (primarily Non-Gov.)	
132–144	Fixed & Aero Mobile	Government	
144–148	Amateur	Amateur	
148–152	Fixed & Aero Mobile	Government	
152–156	Fixed & Mobile except Aero	Police	Note 6
156–162	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Note 7
162–170	Fixed & Mobile	Government	
170–180	Navigation Aids	Navigation Aids	
180–186	Broadcasting Fixed & Mobile	Television & Government	
186–192	Broadcasting Fixed & Mobile	Television & Government	
192–198	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
198–204	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
204–210	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
210–216	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
216–220	Fixed & Mobile	Government	
220–225	Amateur	Amateur	
225–400	Fixed & Mobile	Government, 75 Aero channels for Non-Gov.	
400–420	Fixed & Mobile	Government	
420–450	Air Navigation & Amateur	Amateur & Air Navigation	Note 8

All Non-Government services will be established in the bands above 450 mc on an experimental basis pending adequate showing as to need and technical requirements.

Freq. Band mc	*Proposed International Allocation*	*Proposed United States Allocation*	*Remarks*
450–460	Air Navigation	Non-Gov. Fixed & Mobile	Note 9
460–470	Fixed & Mobile	Non-Gov. Fixed & Mobile	
470–480	Broadcasting	Facsimile Broadcasting	
480–508	Broadcasting	Television	
508–524	Air Navigation Aids	Television	Note 10
524–920	Broadcasting	Television	
920–940	Broadcasting	Experimental Broadcast Services	
940–960	Fixed & Broadcasting	Fixed & Experimental Broadcasting	Note 11
960–1125	Navigation Aids	Navigation Aids	
1125–1225	Amateur	Amateur	
1225–1325	Fixed & Mobile except Aero	Television Relay	
1325–1450	Fixed & Mobile	Government	
1450–1500	Air Navigation Aids	Air Navigation Aids	
1500–1550	Meteorological	Meteorological	
1550–1650	Aeronautical Mobile	Aeronautical Mobile	
1650–1900	Fixed & Mobile	Government	
1900–2300	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
2300–2500	Air Navigation	Air Navigation	
2500–2700	Amateur	Amateur	
2700–2800	Meteorological	Meteorological	
2800–3900	Navigation Aids	Navigation Aids	
3900–4550	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
4550–5200	Fixed & Mobile	Government	
5200–5750	Amateur	Amateur	
5750–7050	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
7050–10000	Fixed & Mobile	Government	
10000–10500	Amateur	Amateur	
10500–13000	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
13000–16000	Fixed & Mobile	Gov.	
16000–18000	Fixed & Mobile except Aero	Non-Gov. Fixed and Mobile	
18000–21000	Fixed & Mobile	Government	
21000–22000	Amateur	Amateur	
22000–26000	Fixed & Mobile	Government	
26000–30000	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
30000–Up	Experimental	Experimental	

Note 1: The following distribution of channels is tentatively proposed in the band 25 to 28 mc. Exact channels to be determined later.

Channels	*Class of Station*
22	Provisional, Motion Picture, Relay Press, Relay Broadcast, Geophysical
5	Power, Petroleum, Other
10	General Experimental

Note 2: No change proposed in existing services between 30 and 44 mc outside of the Contin United States.

Note 3: On the basis of an assumed average channel width of 40 kc., minimum provisions wi be made for the following services in the band 30 to 42 mc:

Channels	*Class of Station*
35	Police
15	Fire
10	Urban Transit, Forestry and Conservation
10	Power, Petroleum, Other
4	Special Emergency
33	Forestry and Conservation (10 shared with Urban Transit)
9	Maritime Mobile, Geophysical
12*	General Highway Mobile (Experimental) Marine
8**	General Experimental (Existing 4 channels allocated to Flying School stations to be moved to a television band or other band as soon as necessary)

*Contemplated for mobile units (duplex system).
**Two groups; each composed of 4 adjacent channels.

Note 4: Provisions will be made for the following services on the basis of an assumed average channel width of 40 kc in the 42 to 44 mc band:

Channels	*Class of Station*
21	Police
12*	General Highway, Mobile (Experimental), Marine
11**	General Experimental

*Contemplated for land stations (duplex system).
**Channels to be adjacent.

Provisions will be made for the temporary operation of existing commercial, educational and experimental FM broadcast stations now operating between 42 and 50 mc.

Note 5: Provision may be made for the operation of non-governmental fixed and mobile services (such as, police control and relay circuits, point-to-point, marine control circuits forestry fixed circuits, rural telephone, broadcast studio to transmitter links, railroad, terminal and yard operations) upon proper showing of need and that these channels may be shared without harmful interference.

Note 6: Exact channel width (average 60 kc channel width assumed) and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

Note 7: Provisions will be made for the following services on the basis of an assumed average channel width of 60 kc in the 156 to 162 mc band. Exact channel width and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

Channels	*Class of Stations*
20	Fire (Secondarily Forestry & Conservation)
7	Forestry and Conservation, Marine, Urban Mobile Experimental
6	Special Emergency
5	Power, Petroleum and Other
4	Provisional, Motion Picture, Relay Press, Relay Broadcast, Geophysical
33*	Railroad (end-to-end, train-to-train, station-train)
5*	General Experimental

Services now operating between 156 and 162 mc may continue temporarily on a noninterfering basis.

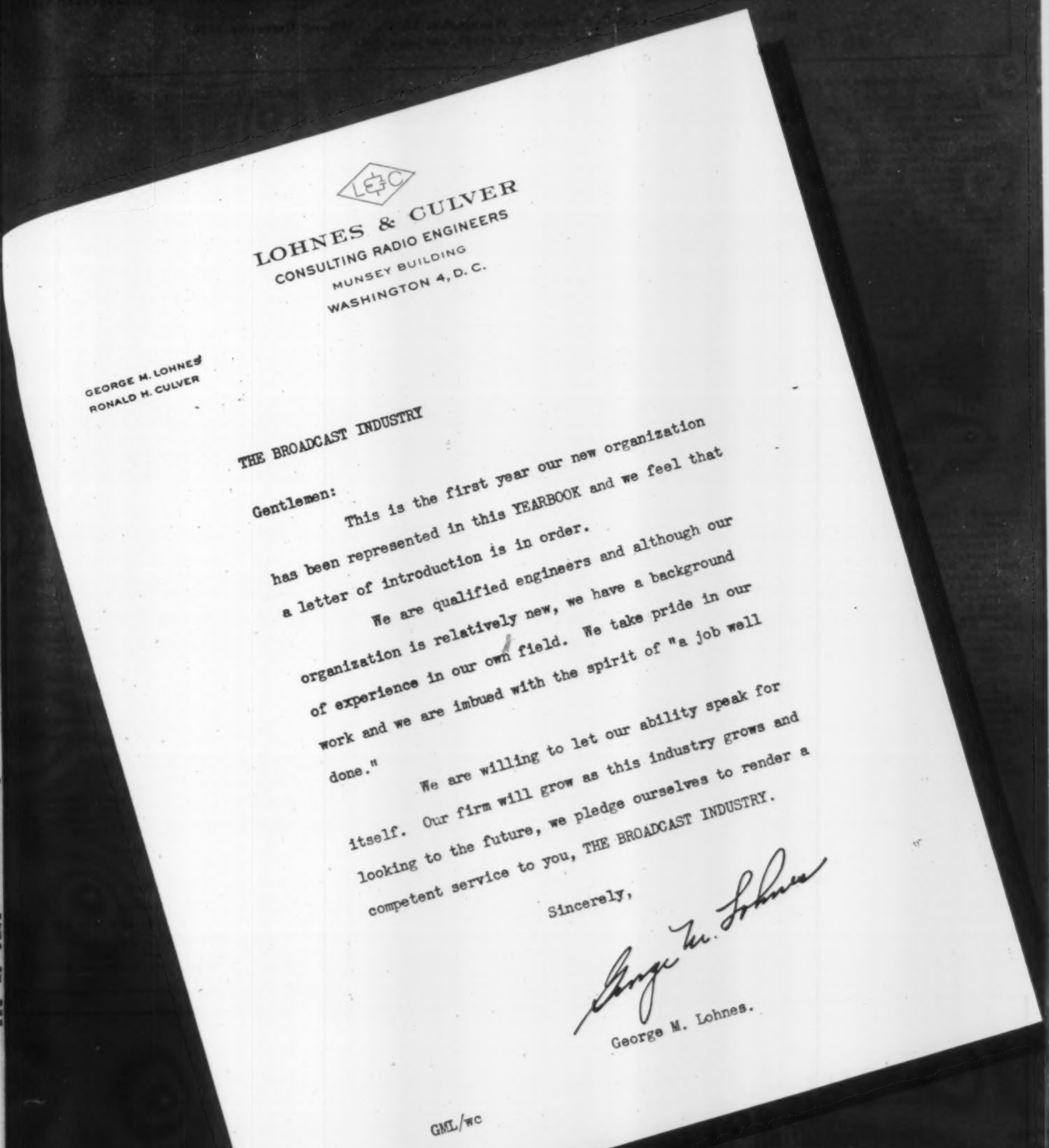
*Channels to be adjacent.

Note 8: To be used temporarily for "special" air navigation aids. Band to be exclusively Amateur when no longer required for "special" air navigation aids; meanwhile Amateur power to be limited to 50 watts.

Note 9: To be temporarily used for "special" air navigation aids.

Note 10: To be used temporarily for air navigation aids.

Note 11: May be used for low power fixed point-to-point for such services as Studio-Transmitter links, control circuits, Police fixed facsimile circuits, etc.



LOHNES & CULVER
CONSULTING RADIO ENGINEERS
MUNSEY BUILDING
WASHINGTON 4, D. C.

GEORGE M. LOHNES
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Sincerely,

George M. Lohnes

George M. Lohnes.

GML/wc

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(For field offices and staffs, see page 400)

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Eugene O. Sykes, Mississippi
March 15, 1927—July 10, 1934
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March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California
March 15, 1927—October 8, 1927 (Deceased)
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Ira E. Robinson, West Virginia
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General C. McK. Saltzman, Iowa
May 2, 1929—July 19, 1932 (Deceased)
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October 1, 1937—August 31, 1939
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July 11, 1934—April 5, 1939
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July 11, 1934—June 30, 1940 (Deceased)
Frederick J. Thompson, Ala.
April 11, 1939—June 30, 1941
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July 1, 1934—June 30, 1943
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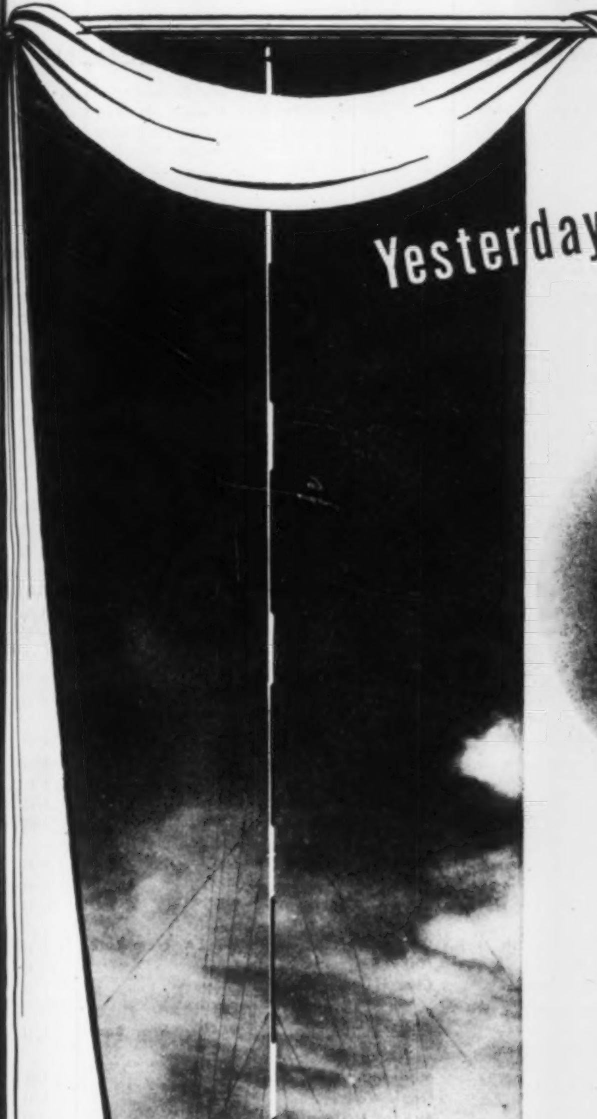
Paul F. Godley

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859



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WAR-SCRIPT-OF-THE-MONTH SELECTIONS

From the Summer of 1942 Through 1944 the Following Radio Scripts Have Been Made Available for Local Patriotic Use on a Non-Commercial, Royalty-Free Basis by the Radio Committee of the Writers War Board in Co-operation With the Association for Education by Radio. The Majority of the Scripts Were Previously Broadcast on the Several American Networks.

TITLE	AUTHOR	SOURCE	MONT
They Burned the Books	Stephen Vincent Benet	NBC	First Sc
Time is Short	Dorothea J. Lewis	WPB	8/42
All Out For Davey	Shirley Ward	Direct	9/42
Brothers	Langston Hughes	Direct	9/42
The Girl in the Red, White and Blue	Peter Lyon & Woodie Guthrie	NBC	10/42
Armistice Day	Erik Barnouw	Direct	10/42
To The Young	Norman Corwin	CBS	11/42
We Refuse to Die	Paramount Pictures	WNEW, New York	12/42
The Nazi	Janet Brandes	KLW, San Francisco	12/42
The Man Behind the Gun	David Harmon & Ronald MacDougall	CBS	1/43
Day of Deliverance	William Rose Benet	Philadelphia Inquirer	1/43
Torpedo Lane	Stuart Hawkins	Cavalcade of America—NBC	2/43
A Time to Reap	Stephen Vincent Benet	CBS	3/43
American Family	Pearl S. Buck	China War Relief	3/43
My Brother Lives in Stalingrad	Sandra Michael	Russian War Relief	4/43
Spirit of the Navy	Alfred J. Bonomo	WWL, New Orleans	4/43
From Corregidor	H. Donals Spatz	3rd Service Command, U. S. Army	4/43
Ellen Comes Through	Priscilla Kent	NBC	4/43
The Special Day	Arch Oboler	Blue	6/43
Tomorrow Is Ours	Howard Fast	WEVD, New York	6/43
Reminder to the Free	Michael Greenwood	Direct	6/43
The Master Map of Europe	Paul C. Woodridge	Kate Smith Hour—CBS	7/43
Fighters in Dungarees	Frank B. Wells	NBC	8/43
The Voice in the Wind	Nora Stirling	NBC	9/43
The Battle of the Warsaw Ghetto	Morton Wishengrad	NBC	10/43
What's Wrong With Me?	Eve Merriam	WMCA, New York	11/43
Good Neighbor	Frank B. Wells	NBC	12/43
These Are Americans	Chet Huntley & Ernest Martin	CBS	1/44
In The Service of My Country	Langston Hughes	Writers' War Board	1/44
The Candle & the Gun	Mari Yanofsky	CBS	2/44
Latch-Key Children	Frank Wells	NBC	3/44
Assignment: U.S.A.	Richard McDonagh	NBC	4/44
Is Fair Play Controversial	Chet Huntley	CBS Pacific Network	5/44
Judgment	Norman Williams	Direct	6/44
Der Fuehrer	Max Ehrlich	Direct	6/44
Concerning the Red Army	Norman Rosten	CBS	7/44
War Criminals & Punishment	Richard McDonagh	S. C. Johnson Wax Co.—NBC	8/44
The Golden Calf	Katharine & Adele Seymour	NBC	9/44
Promise vs. The Deed	William K. Clarke	CBS	10/44
The Veteran Comes Back	Ben Kagan	NBC	11/44
Foreigners Settled America	Gretta Baker	Conference of Christians & Jews	11/44
Talk Their Language	Millard Lampell	CBS	12/44

Paul F. Godley

Consulting Radio Engineer

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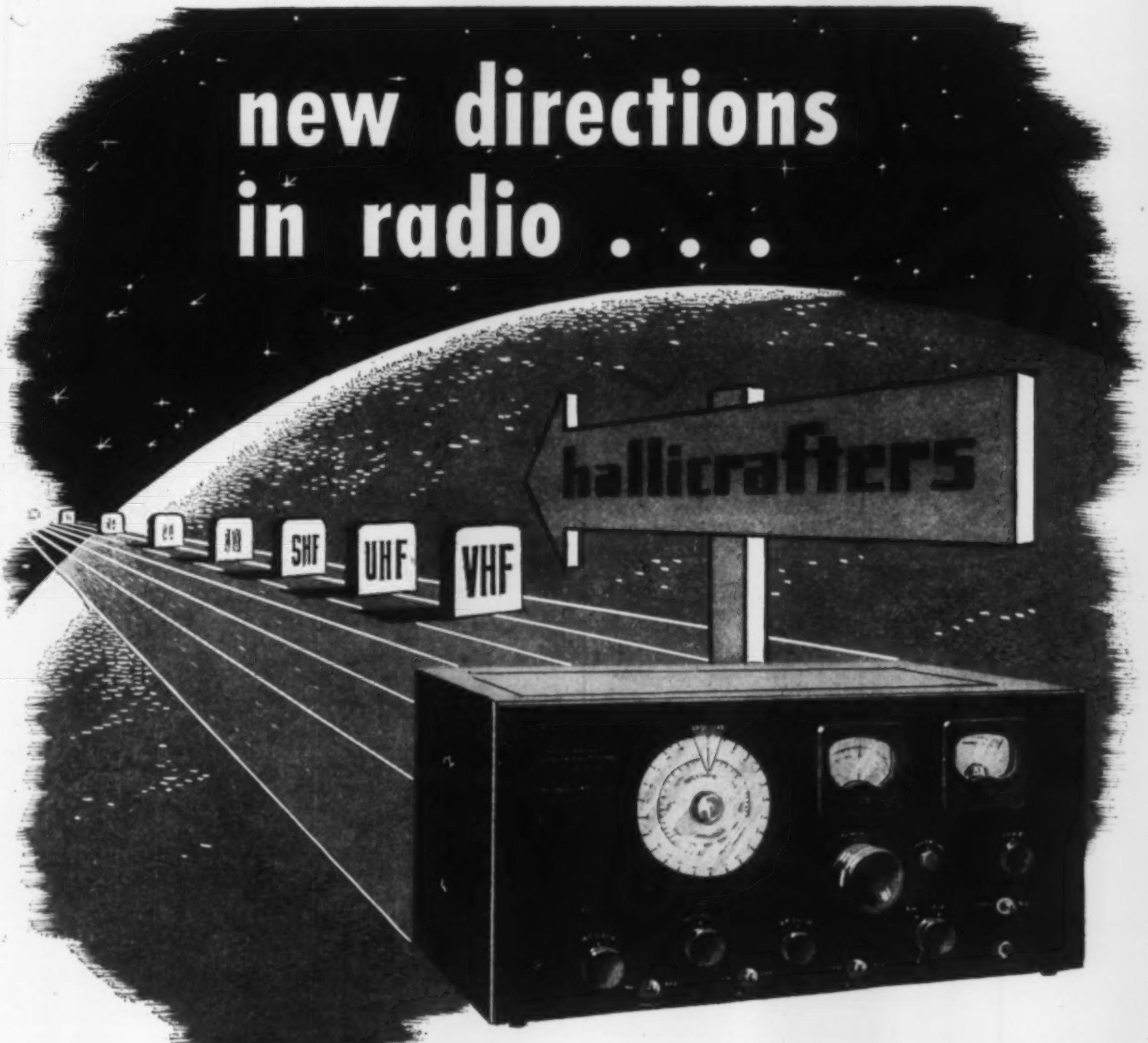
new directions in radio . . .



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International Broadcasting Stations of the United States and Canada

Authorized by FCC as of January 1, 1945

Note: Under wartime arrangements made in October-November, 1942, these U. S. shortwave stations are leased by the licensees to the Government, and are programmed by the Office of War Information and the Coordinator of Inter-American Affairs. Other shortwave radiophone stations are also used in their special networks, the complete setup of which is necessarily withheld. Also unannounced are the changes of frequency often required. Rules governing these licenses were suspended or altered, including suspension of the normal license term of one year.

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
KWID	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61,	100,000
KWIX	The Associated Broadcasters Inc. San Francisco, Cal.	6.06, 7.23, 9.57, 11.87, 15.29, 17.76, 21.61	50,000
†KCBF	Columbia Broadcasting System Inc. Delano, Cal.	....	50,000
†KCBA	Columbia Broadcasting System Inc. Delano, Cal.	....	50,000
WCBN	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57,	50,000
WCBX	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27	50,000
WCDA	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27	10,000
WCRC	Columbia Broadcasting System Inc. Brentwood, L. I., New York	6.06, 6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57 SA- 9.49 SA- 9.59 SA-15.267 in lieu of 15.27	50,000
WOOC	Columbia Broadcasting System Inc. Wayne, N. J.	6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57,	50,000
WOOW	Columbia Broadcasting System Inc. Wayne, N. J.	6.12, 6.17, 9.65, 11.83, 15.27, 17.83, 21.52, 21.57,	50,000
WLWK	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	50,000
WLWL	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	200,000
WLWO	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	75,000
WLWR	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	200,000
WLWS	The Crosley Corp. Mason, O.	6.08, 9.59, 11.71, 15.25, 17.8, 21.65,	200.000
KGEI	General Electric Co. Near Belmont, Cal.	6.19, 7.25, 9.53, 9.55, 11.78, 15.21, 15.33	50,000
KGEX	General Electric Co Belmont, Cal.	....	100,000
WGEA	General Electric Co. So. Schenectady, N. Y.	6.19, 7, 9.55, 11.8475, 15.33, 21.5, 21.59 SA- 9.53	50,000
WGEO	General Electric Co. So. Schenectady, N. Y.	6.19, 7, 9.53, 11.8475, 15.33	100,000
WGEX	General Electric Co. So. Schenectady, N. Y.	....	25,000
WNBI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 SA-11.893	50,000 (100,000 on 9.67)
KNBA	National Broadcasting Co. Inc. Near Dixon, Cal.	....	50,000
KNBC	National Broadcasting Co. Inc. Near Dixon, Cal.	....	50,000
†KNBI	National Broadcasting Co. Inc. Near Dixon, Cal.	....	50,000
†KNBX	National Broadcasting Co. Inc. Near Dixon, Cal.	....	50,0
WNRA	National Broadcasting Co. Inc. Bound Brook, N J.	6.1, 9.67, 11.89, 15.15, 15.19, 21.63,	50,0
†WNRE	National Broadcasting Co. Inc. Bound Brook, N J	6.1, 9.67, 11.89, 15.15, 15.19, 21.63,	50,0
WNRI	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 21.63,	50,00
WNRX	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 21.63,	50,00
WRCA	National Broadcasting Co. Inc. Bound Brook, N. J.	6.1, 9.67, 11.89, 15.15, 15.19, 17.78, 21.63 SA-11.893	50,0 (100,0 on 9.6
WBOS	Westinghouse Radio Stations Inc. Hull, Mass.	6.14, 9.57, 11.87, 15.21, 17.78, 21.54,	50,00
WRUA	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 9.7, 11.73, 15.35, 17.75, 21.46,	50,00
WRUL	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 11.73, 11.79, 15.13, 15.35, 17.75, 21.46	50,00
WRUS	World Wide Broadcasting Corp. Scituate, Mass.	6.04, 9.7, 11.73, 15.35, 17.75, 21.46	50,00
WRUW	World Wide Broadcasting Corp. Scituate, Mass.	9.7, 11.73, 11.79, 15.13, 15.35, 17.75, 25.6	20,00
WRUX	World Wide Broadcasting Corp. Scituate, Mass.	....	7,00

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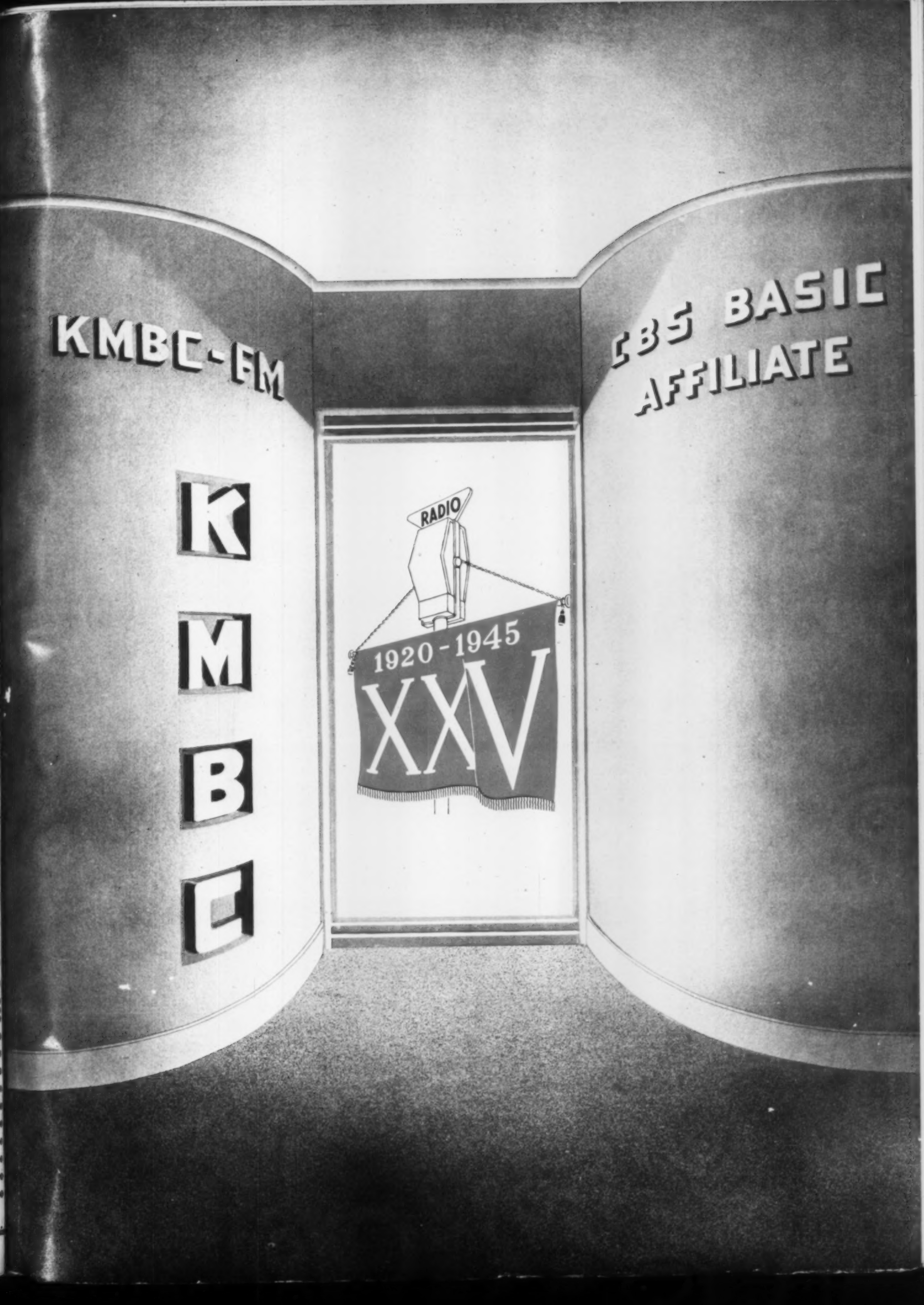
† Construction permit
SA-Special Authorization

CANADA

Call Letters	Licensee and Transmitter Location	Frequency in mc.	Power in Watts
CFCX	Canadian Marconi Co., Montreal Montreal, Que.	60.05	5
CFRX	Rogers Radio Broadcasting Co. Ltd., Toronto Township of King, Ont.	60.7	1,000
CFVP	Voice of the Prairies Ltd., Calgary, Alta. Strathmore. Alta.	60.3	100
CHNX	Maritime Broadcasting Co. Ltd., Halifax, N. S. Bedford, N S.	61.3	500
CJCX	Eastern Broadcasters Ltd., Sydney, N. S. South Bar Road near Sydney, N. S.	60.1	1,000
CKRO	Transcanada Communications Ltd., Winnipeg, Man. Middlechurch. Man.	61.5	2,000
CKRX	Transcanada Communications Ltd., Winnipeg, Man. Middlechurch, Man.	117.2	2,000
CKFX	Western Broadcasting Co. Ltd., Vancouver, B. C. Lulu Island, B. C.	60.8	10
CBFW	Canadian Broadcasting Corp., Montreal Veicheres. Que.	60.9	7,500
CBFX	Canadian Broadcasting Corp., Montreal Veicheres. Que.	96.3	7,500
CBFY	Canadian Broadcasting Corp., Montreal Veicheres. Que	117.05	7,500
CBFZ	Canadian Broadcasting Corp., Montreal Veicheres. Que.	151.9	7,500
CBRX	Canadian Broadcasting Corp., Vancouver, B. C. Lulu Island B C.	61.6	150
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	60.05	200
VE9AI	Edmonton Journal Ltd., Edmonton, Alta.	95.4	200
CKOB	Canadian Broadcasting Corp., Montreal Sackville, N. B.	6.09	50,00
CKLO	Canadian Broadcasting Corp., Montreal Sackville, N. B.	9.63	50,00
CKXA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.705	50,00
CKCX	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.19	50,00
CKNC	Canadian Broadcasting Corp., Montreal Sackville, N. B.	17.82	50,00
CHAC	Canadian Broadcasting Corp., Montreal Sackville, N. B.	6.16	50,00
CHLS	Canadian Broadcasting Corp., Montreal Sackville, N. B.	9.61	50,00
CHMD	Canadian Broadcasting Corp., Montreal Sackville, N. B.	9.64	50,00
CHOL	Canadian Broadcasting Corp., Montreal Sackville, N. B.	11.72	50,00
CHTA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	15.22	50,00
CHLA	Canadian Broadcasting Corp., Montreal Sackville, N. B.	21.71	50,00


KMBC-FM
K
M
B
C
RADIO
1920-1945
XXV
CBS BASIC
AFFILIATE

This Institution Called

Graduate home economists conduct both "The Food Scout," informing listeners daily on best buys in produce by remote wire from the Kansas City food terminal, and "The Happy Kitchen," cookery clinic to aid housewives with their wartime problems.

Caroline Ellis
Women's Commentator

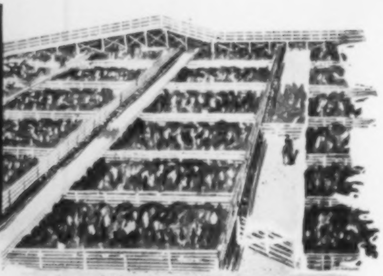
Homespun philosophy has made Caroline Ellis a network personality. Her "Happy Home" is widely recognized for the important wartime service it provides homemakers throughout the Heart of America.

Phil Evans
Director of Farm Service

By remote wire from *KMBC Service Farms*, 20 miles south of Kansas City, down-to-earth farm chats are broadcast three times daily. Modern farming methods are put into practical application, and listeners share in the findings.

Arthur B. Church
Founder and President

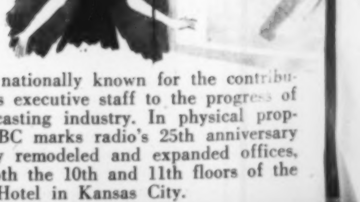
Bob Riley
Marketcaster



For the sixth consecutive year KMBC was granted by the Kansas City livestock interests, including the stock yards company, livestock exchange and the traders exchange the exclusive right to broadcast official reports direct from America's largest livestock building.

Karl Koerper
Vice President and Managing Director

Sam H. Bennett
Vice President and Sales Director



KMBC is nationally known for the contributions of its executive staff to the progress of the broadcasting industry. In physical properties KMBC marks radio's 25th anniversary with newly remodeled and expanded offices, now on both the 10th and 11th floors of the Pickwick Hotel in Kansas City.

KMBC of Kansas City

Roderick B. Cupp
Program Director

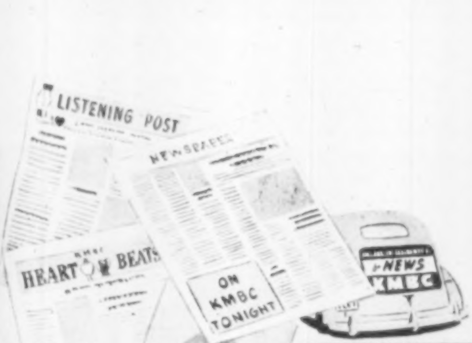
James W. McConnell
Artist Bureau Head

In its eighth consecutive season of successful Saturday night stands, KMBC's "Brush Creek Follies" with stars from its great talent staff is recognized as the Heart of America's top radio-stage show. From barn dance to exclusive broadcasting of the Kansas City Symphony, KMBC has the programs!

enty-five years of radio have witnessed e growth of a great institution in the art of America known as KMBC of nsas City—a basic CBS affiliate. In ne, 1920, Arthur B. Church came to nsas City to begin the building of what today—KMBC. Under his pioneering idance, KMBC has become more than t a radio station. Today it stands as a al factor in the community life of almost o million middlewesterners.

RADIO
1920 - 1945
XXV

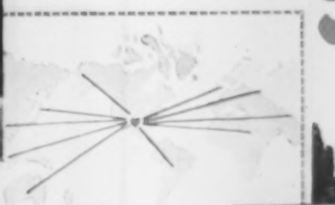
er leadership since 1941 in field of experimental h frequency transmission, BC-FM went on the air mercially in 1944 with haps the greatest schedule any FM station. Here is ther Arthur B. Church ford step in ever broadening izons—an extra service at extra cost!



Promotion has long played a prominent role in the successful operation of KMBC. "Practicing what it preaches," a generous budget is set aside each year for furthering the sales and prestige of KMBC's advertising clients.

E. P. J. Shurick
Director of Promotion, Public Relations and Merchandising

Erle Smith
Managing News Editor

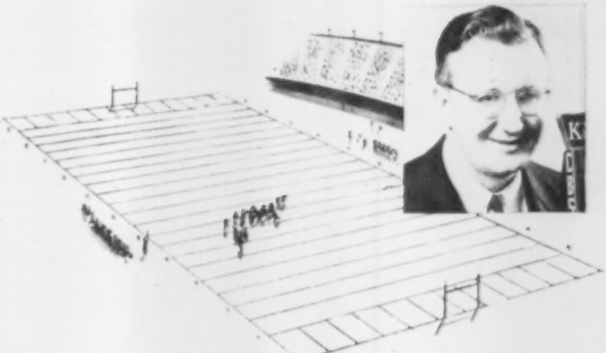


John Cameron Swayze

Henry Goodman

Widely recognized for its department of full-time, expertly qualified newsmen, KMBC is first with the news from both Associated Press and United Press wire services.

Sam Molen
Director of Sports



KMBC's sports coverage includes play-by-play accounts of important events plus twice nightly summaries from the field of sports. The "Three Ring Sports Circus" is one of radio's most unique program ideas.

KRLD
KOIN • KMBC
GROVES LABS • KOMA • WXYZ
WCSC • KDYL • EASTERN OUTFITTING CO.
KGBX • PURITY BAKING CORP. • KGU • KMOX
WCHV • SNYDER DRUG STORES • KICA • WILDROOT • KWKH
ELASTIC STARCH • WTOP • WOODLAWN DAIR
BEAUMONT LABS • KARK • KFYO
KMLB • WPTF • WIRE • KYW
RICO ICE CREAM • SEARS-ROEBUC
KENO • WSBT • KVOD • WM
WTCN • WHP • HARVEST FLOUR MILL
KWFC • WQAM • KSCJ • SPEAR MILLS
WFBR • SKILLERNS DRUG CO. • WMBD • WDA
HUGHES-CURRY PACKING CO. • WTMJ • ESKIMO FLOUR
KTRH • WHBU • WBEN • KGHF • KIRO • WHLD • WG
KARM • WMBR • LOHREY PACKING CO. • WTAR
LAST FRONTIER HOTEL • KWFT • WHAM • 7-U
WCAE • WALTERS BEER • KVO
FULLMER MKT. • WIZE • WDB
WHBF • WIBX • WLA
WOAI • KFP
WW

By The Company They Keep, So Shall We Know Them –

"The company," to which we refer, can be this encircling list of topflight advertisers and radio stations—all subscribers to

"The Texas Rangers"
—America's finest transcribed library of western tunes.

OR "the company" can refer to a new Arthur B. Church Production soon to be released. It is expected to become —America's finest transcribed library of novelty tunes.

ARTHUR B. CHURCH PRODUCTIONS
George E. Halley, Pickwick Hotel
Kansas City 6, Mo.

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of January 1, 1945*

K

	San Antonio, Tex.
	Aberdeen, S. D.
	Ada., Okla.
	Alexandria, La.
	Portland, Ore.
	Salt Lake City, Utah
	Corsicana, Tex.
	Wichita, Kan.
	Little Rock, Ark.
	Fresno, Cal.
	Elk City, Okla.
	Astoria, Ore.
	Albert Lea, Minn.
	Carlsbad, N. M.
	Muskogee, Okla.
	Ottumwa, Ia.
	Baker, Ore.
	Bend, Ore.
	Omaha, Neb.
	Portland, Ore.
	Big Spring, Tex.
	Jonesboro, Ark.
	Burlington, Ia.
	Brownwood, Tex.
	Kansas City, Kan.
	Texarkana, Tex.
	Kansas City, Mo.
	Sacramento, Calif.
	Enid, Okla.
	Duluth, Minn.
	Santa Barbara, Cal.
	Casper, Wyo.
	Pittsburgh, Pa.
	Devils Lake, N. D.
	Denton, Tex.
	Monterey, Cal.
	Sedalia, Mo.
	Dubuque, Ia.
	Salt Lake City, Utah
	Los Angeles, Cal.
	Brownsville, Tex.
	Centralia, Wash.
	El Dorado, Ark.
	Sioux Falls, S. D.
	Las Vegas, Nev.
	Bakersfield, Cal.
	Price, Utah
	Seattle, Wash.
	Portland, Ore.
	Corpus Christi, Tex.
	Lincoln, Neb.
	Los Angeles, Cal.
	St. Cloud, Minn.
	Fairbanks, Alaska
	Great Falls, Mont.
	Cheyenne, Wyo.
	Wichita, Kan.
	Sacramento, Cal.
	Amarillo, Tex.
	Beaumont, Tex.
	Denver, Col.
	St. Joseph, Mo.
	Helena, Ark.
	Boone, Ia.
	Wichita, Kan.
	Los Angeles, Cal.
	Spokane, Wash.
	Fond du Lac, Wis.
	Marshalltown, Ia.
	Klamath Falls, Ore.
	Grand Forks, N. D.
	Fort Worth, Tex.
	Greeley, Col.
	Lawrence, Kan.
	Klamath Falls, Ore.
	San Diego, Cal.
	Shenandoah, Ia.
	Lincoln, Neb.
	Long Beach, Cal.
	Ft. Smith, Ark.
	Spokane, Wash.
	Anchorage, Alaska
	San Francisco, Cal.
	Fresno, Cal.
	Longview, Tex.
	Columbia, Mo.
	San Diego, Cal.
	Los Angeles, Cal.
	Las Vegas, N. M.
	Clayton, Mo.
	Los Angeles, Cal.
	Cape Girardeau, Mo.
	Los Angeles, Cal.
	Nampa, Ida.
	Grand Junction, Col.
	San Bernardino, Cal.
	Lubbock, Tex.
	Bismarck, N. D.
	Spokane, Wash.
	San Diego, Cal.
	Harlingen, Tex.
	Springfield, Mo.
	Mandan, N. D.
	Sidney, Mont.
	Fergus Falls, Minn.
	Stockton, Cal.
	Sterling, Col.
	Long Beach, Cal.
	Kalispell, Mont.
	Shawnee, Okla.
	Los Angeles, Cal.
	Roswell, N. M.
	Kearney, Neb.
KGFX	Pierre, S. D.
KGGF	Coffeyville, Kan.
KGGM	Albuquerque, N. M.
KGHF	Pueblo, Col.
KGHI	Little Rock, Ark.
KGHL	Billings, Mont.
KGIR	Butte, Mont.
KGIW	Alamosa, Col.
KGKB	Tyler, Tex.
KGKL	San Angelo, Tex.
KGKO	Fort Worth, Tex.
KGKY	Scottsbluff, Neb.
KGLO	Mason City, Ia.
KGLU	Safford, Ariz.
KGMB	Honolulu, T. H.
KGNC	Amarillo, Tex.
KGNO	Dodge City, Kan.
KGO	San Francisco, Cal.
KGU	Honolulu, T. H.
KGVO	Missoula, Mont.
KGW	Portland, Ore.
KGY	Olympia, Wash.
KHAS	Hastings, Neb.
KHBC	Hilo, T. H.
KHBG	Okmulgee, Okla.
KHJ	Los Angeles, Cal.
KHMO	Hannibal, Mo.
KHQ	Spokane, Wash.
KHSL	Chico, Cal.
KHUB	Watsonville, Cal.
KICA	Clovis, N. M.
KICD	Spencer, Ia.
KID	Idaho Falls, Ida.
KIDO	Boise, Ida.
KIEM	Eureka, Cal.
KIEV	Glendale, Cal.
KILO	Grand Forks, N. D.
KINY	Juneau, Alaska
KIRO	Seattle, Wash.
KIT	Yakima, Wash.
KIUL	Garden City, Kan.
KIUN	Pecos, Tex.
KIUP	Durango, Col.
KJBS	San Francisco, Cal.
KJR	Seattle, Wash.
KLBM	LaGrande, Ore.
KLCN	Blytheville, Ark.
KLO	Ogden, Utah
KLPM	Minot, N. D.
KLRA	Little Rock, Ark.
KLS	Oakland, Cal.
KLUF	Galveston, Tex.
KLX	Oakland, Cal.
KLZ	Denver, Col.
KMA	Shenandoah, Ia.
KMAC	San Antonio, Tex.
KMBC	Kansas City, Mo.
KMED	Medford, Ore.
KMJ	Fresno, Cal.
KMLB	Monroe, La.
KMMJ	Grand Island, Neb.
KMO	Tacoma, Wash
KMOX	St. Louis, Mo.
KMPC	Los Angeles, Cal.
KMTR	Los Angeles, Cal.
KMYC	Marysville, Cal.
KMYR	Denver, Col.
*KNAK	Salt Lake City, Utah
KNEL	Brady, Tex.
KNET	Palestine, Tex.
KNOE	Monroe, La.
KNOW	Austin, Tex.
KNX	Los Angeles, Cal.
KOA	Denver, Col.
KOAC	Corvallis, Ore.
KOAM	Pittsburg, Kan.
KOB	Albuquerque, N. M.
KOCA	Kilgore, Tex.
KOCY	Oklahoma City, Okla.
KODL	The Dalles, Ore.
KODY	North Platte, Neb.
KOH	Reno, Nev.
KOIL	Omaha, Neb.
KOIN	Portland, Ore.
KOKO	La Junta, Col.
KOL	Seattle, Wash.
KOMA	Oklahoma City, Okla.
KOME	Tulsa, Okla.
KOMO	Seattle, Wash.
KONO	San Antonio, Tex.
*KONP	Port Angeles, Wash.
KOOS	Koos Bay, Ore.
KORE	Eugene, Ore.
KORN	Fremont, Neb.
KOTA	Rapid City, S. Dak.
KOTN	Pine Bluff, Ark.
KOVC	Valley City, N. D.
KOVO	Provo, Utah
KOWH	Omaha, Neb.
KOY	Phoenix, Ariz.
KPAB	Laredo, Tex.
KPAC	Port Arthur, Tex.
KPAS	Pasadena, Cal.
KPDN	Pampa, Tex.
KPFA	Helena, Mont.
KPHO	Phoenix, Ariz
*KPKW	Pasco, Wash.
KPLC	Lake Charles, La.
KPLT	Paris, Tex.
KPMC	Bakersfield, Cal.
KPO	San Francisco, Cal.
KPOF	Denver, Col.
KPOW	Powell, Wyo.
KPPC	Pasadena, Cal.
KPQ	Wenatchee, Wash.
KPRC	Houston, Tex.
KPRO	Riverside, Cal.
KQV	Pittsburgh, Pa.
KQW	San Jose, Cal.
KRBA	Lufkin, Tex.
KRBC	Abilene, Tex.
KRBM	Bozeman, Mont.
KRE	Berkeley, Cal.
KRGV	Weslaco, Tex.
KRIC	Beaumont, Tex.
KRIS	Corpus Christi, Tex.
KRJF	Miles City, Mont.
KRKD	Los Angeles, Cal.
KRKO	Everett, Wash.
KRLC	Lewiston, Ida.
KRLD	Dallas, Tex.
KRLH	Midland, Tex.
KRMD	Shreveport, La.
KRNR	Roseburg, Ore.
KRNT	Des Moines, Ia.
KROC	Rochester, Minn.
KROD	El Paso, Tex.
KROS	Clinton, Ia.
KROW	Oakland, Cal.
KROY	Sacramento, Cal.
KRRV	Sherman, Tex.
KRSC	Seattle, Wash.
KSAC	Manhattan, Kan.
KSAL	Salina, Kan.
KSAM	Huntsville, Tex.
KSAN	San Francisco, Cal.
KSCJ	Sioux City, Ia.
KSD	St. Louis, Mo.
KSEI	Pocatello, Ida.
KSFO	San Francisco, Cal.
KSJB	Jamestown, N. D.
KSKY	Dallas, Tex.
KSL	Salt Lake City, Utah
KSLM	Salem, Ore.
KSO	Des Moines, Ia.
KSOO	Sioux Falls, S. D.
KSRO	Santa Rosa, Cal.
KSTP	St. Paul, Minn.
KSUB	Cedar City, Utah
KSUN	Lowell, Ariz.
KSWO	Lawton, Okla.
KTAR	Phoenix, Ariz.
KTBC	Austin, Tex.
KTBI	Tacoma, Wash.
KTBS	Shreveport, La.
KTEM	Temple, Tex.
KTFI	Twin Falls, Ida.
KTHS	Hot Springs, Ark.
KTHT	Houston, Tex.
KTKC	Visalia, Cal.
KTKN	Ketchikan, Alaska
KTMS	Santa Barbara, Cal.
KTNM	Tucumcari, N. M.
KTOH	Lihue, T. H.
KTOK	Oklahoma City, Okla.
KTRB	Modesto, Cal.
KTRH	Houston, Tex.
KTRI	Sioux City, Ia.
KTSA	San Antonio, Tex.
KTSM	El Paso, Tex.
KTSW	Emporia, Kan.
KTTS	Springfield, Mo.
KTUC	Tucson, Ariz.
KTUL	Tulsa, Okla.
KTW	Seattle, Wash.
KTYW	Yakima, Wash.
KUIN	Grants Pass, Ore.
KUJ	Walla Walla, Wash.
KUOA	Siloam Springs, Ark.
KUSD	Vermillion, S. D.
KUTA	Salt Lake City, Utah
KVAK	Atchison, Kan.
KVAN	Vancouver, Wash.
KVCV	Redding, Cal.
KVEC	San Luis Obispo, Cal.
KVFD	Ft. Dodge, Ia.
KVGB	Great Bend, Kan.
KVI	Tacoma, Wash.
KVIC	Victoria, Tex.
KVNU	Logan, Utah
KVOA	Tucson, Ariz.
KVOD	Denver, Col.
KVOE	Santa Ana, Cal.
KVOL	Lafayette, La.
KVOO	Tulsa, Okla.
KVOP	Plainview, Tex.
KVOR	Colorado Springs, Col.
KVOS	Bellingham, Wash.
KVOX	Moorhead, Minn.
KVRS	Rock Springs, Wyo.
KVSF	Santa Fe, N. M.
KVSO	Ardmore, Okla.
KVWC	Vernon, Tex.
KWAL	Wallace, Ida.
KWAT	Watertown, S. D.
KWBU	Corpus Christi, Tex.
KWBW	Hutchinson, Kan.
KWEW	Hobbs, N. M.
KWFC	Hot Springs, Ark.
KWFT	Wichita Falls, Tex.
KWG	Stockton, Cal.
KWIL	Albany, Ore.
KWJB	Globe, Ariz.
KWJJ	Portland, Ore.
KWK	St. Louis, Mo.
KWKH	Shreveport, La.
KWKW	Pasadena, Cal.
KWLC	Decorah, Ia.
KWLK	Longview, Wash.
KWLM	Willmar, Minn.
KWNO	Winona, Minn.
KWOC	Poplar Bluff, Mo.
KWON	Bartlesville, Okla.
KWOS	Jefferson City, Mo.
KWRC	Pendleton, Ore.
KWSC	Pullman, Wash.
KWTO	Springfield, Mo.
KWYO	Sheridan, Wyo.
KXA	Seattle, Wash.
KXEL	Waterloo, Ia.
KXL	Portland, Ore.
KXO	El Centro, Cal.
*KXOA	Sacramento, Cal.
KXOK	St. Louis, Mo.
KXOX	Sweetwater, Tex.
KXRO	Aberdeen, Wash.
KXYZ	Houston, Tex.
KYA	San Francisco, Cal.
KYCA	Prescott, Ariz.
KYOS	Merced, Cal.
KYSM	Mankato, Minn.
KYUM	Yuma, Ariz.
KYW	Philadelphia, Pa.

W

WAAB	Worcester, Mass.
WAAF	Chicago, Ill.
WAAT	Newark, N. J.
WABC	New York, N. Y.
WABI	Bangor, Me.
WABY	Albany, N. Y.
WACO	Waco, Tex.
WADC	Akron, O.
WAGA	Atlanta, Ga.
WAGE	Syracuse, N. Y.
WAGF	Dothan, Ala.
WAGM	Presque Isle, Me.
WAIM	Anderson, S. C.
WAIR	Winston-Salem, N. C.
WAIT	Chicago, Ill.
WAJR	Morgantown, W. Va.
WAKR	Akron, O.
WALA	Mobile, Ala.
WALB	Albany, Ga.
WALL	Middletown, N. Y.
WAML	Laurel, Miss.
WAOV	Vincennes, Ind.
WAPI	Birmingham, Ala.
WAPO	Chattanooga, Tenn.
WARM	Scranton, Pa.
WASK	Lafayette, Ind.
WATL	Atlanta, Ga.
WATN	Watertown, N. Y.
WATR	Waterbury, Conn.
WATW	Ashland, Wis.
WAVE	Louisville, Ky.
WAWZ	Zarephath, N. J.
WAYS	Charlotte, N. C.
WAYX	Waycross, Ga.
WAZL	Hazleton, Pa.
WBAA	West Lafayette, Ind.
WBAB	Atlantic City, N. J.
WBAL	Baltimore, Md.
WBAP	Fort Worth, Tex.
WBAX	Wilkes-Barre, Pa.
WBBB	Burlington, N. C.
WBBL	Richmond, Va.
WBBM	Chicago, Ill.
WBBR	Brooklyn, N. Y.
WBBZ	Ponca City, Okla.
WBCM	Bay City, Mich.
WBEN	Buffalo, N. Y.
*WBHD	Petersburg, Va.
WBHP	Huntsville, Ala.
WBIG	Greensboro, N. C.
WBIR	Knoxville, Tenn.
WBLJ	Dalton, Ga.
WBLK	Clarksburg, W. Va.
WBML	Macon, Ga.
WBNS	Columbus, O.
WBNX	New York, N. Y.
WBNY	Buffalo, N. Y.
WBOC	Salisbury, Md.
WBOW	Terre Haute, Ind.
WBRC	Birmingham, Ala.
WBRE	Wilkes-Barre, Pa.
WBRK	Pittsfield, Mass.
WBRW	Welch, W. Va.
WBRY	Waterbury, Conn.
WBT	Charlotte, N. C.
WBTA	Batavia, N. Y.
WBTH	Williamson, W. Va.
WBTM	Danville, Va.
WBYN	Brooklyn, N. Y.
WBZ	Boston, Mass.
WBZA	Springfield, Mass.
WCAE	Pittsburgh, Pa.
WCAL	Northfield, Minn.
WCAM	Camden, N. J.
WCAO	Baltimore, Md.
WCAP	Asbury Park, N. J.
WCAR	Pontiac, Mich.
WCAT	Rapid City, S. D.
WCAU	Philadelphia, Pa.
WCAX	Burlington, Vt.
WCAZ	Carthage, Ill.
WCBI	Columbus, Miss.
WCBM	Baltimore, Md.
WCBS	Springfield, Ill.
WCBT	Roanoke Rapids, N. C.
WCCO	Minneapolis, Minn.
WCED	DuBois, Pa.
WCFL	Chicago, Ill.
WCHS	Charleston, W. Va.
WCHV	Charlottesville, Va.
WCKY	Cincinnati, O.
WCLO	Janesville, Wis.
WCLS	Joliet, Ill.
WCMI	Ashland, Ky.
WCNC	Elizabeth City, N. C.
WCOA	Pensacola, Fla.
WCOC	Meridian, Miss.
WCOL	Columbus, O.
WCOP	Boston, Mass.
WCOS	Columbia, S. C.
WCOU	Lewiston, Me.
WCOV	Montgomery, Ala.
WCPO	Cincinnati, O.
WCRS	Greenwood, S. C.
WCRW	Chicago, Ill.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAE	Tampa, Fla.
WDAF	Kansas City, Mo.
WDAK	Columbus, Ga.
WDAN	Danville, Ill.
WDAS	Philadelphia, Pa.
WDAY	Fargo, N. D.
WDBC	Escanaba, Mich.
WDBJ	Roanoke, Va.
WDBO	Orlando, Fla.
WDEF	Chattanooga, Tenn.
WDEL	Wilmington, Del.
WDEV	Waterbury, Vt.
WDGY	Minneapolis, Minn.
WDLP	Panama City, Fla.
WDMJ	Marquette, Mich.
WDNC	Durham, N. C.
WDOD	Chattanooga, Tenn.
WDRC	Hartford, Conn.
WDSM	Duluth, Minn.
WDSU	New Orleans, La.
WDWS	Champaign, Ill.
WDZ	Tuscola, Ill.
WEAF	New York, N. Y.
WEAN	Providence, R. I.
WEAU	Eau Claire, Wis.
WEBC	Duluth, Minn.
WEBQ	Harrisburg, Ill.
WEBR	Buffalo, N. Y.
WEDC	Chicago, Ill.
WEED	Rocky Mount, N. C.
WEEI	Boston, Mass.
WEEU	Reading, Pa.
WEGO	Concord, N. C.
WEIM	Fitchburg, Mass.
WELI	New Haven, Conn.
WELL	Battle Creek, Mich.
WELO	Tupelo, Miss.
WEMP	Milwaukee, Wis.
WENR	Chicago, Ill.
WENT	Gloversville, N. Y.
WENY	Elmira, N. Y.
WEOA	Evansville, Ind.
WERC	Eric, Pa.
WEST	Easton, Pa.
WESX	Salem, Mass.
WEVD	New York, N. Y.
WEW	St. Louis, Mo.
WEXL	Royal Oak, Mich.
WFAA	Dallas, Tex.
WFAS	White Plains, N. Y.
WFBC	Greenville, S. C.
WFBG	Altoona, Pa.
WFBL	Syracuse, N. Y.
WFBM	Indianapolis, Ind.
WFBR	Baltimore, Md.
WFCI	Pawtucket, R. I.
WFDF	Flint, Mich.
WFEA	Manchester, N. H.
*WFEB	Sylacanga, Ala.
WFHR	Wisconsin Rapids, Wis.
WFIG	Sumter, S. C.
WFIL	Philadelphia, Pa.
WFIN	Findlay, O.
WFLA	Tampa, Fla.
WFMD	Frederick, Md.
WFMJ	Youngstown, O.
WFNC	Fayetteville, N. C.
WFOR	Hattiesburg, Miss.
WFOY	St. Augustine, Fla.
WFPG	Atlantic City, N. J.
WFTC	Kinston, N. C.
WFTL	Miami, Fla.
WFVA	Fredericksburg, Va.
WGAA	Cedartown, Ga.
WGAC	Augusta, Ga.
WGAL	Lancaster, Pa.
WGAN	Portland, Me.
WGAR	Cleveland, O.
WGAU	Athens, Ga.
WGBB	Freeport, N. Y.
WGBF	Evansville, Ind.
WGBG	Greensboro, N. C.
WGBI	Scranton, Pa.
WGBR	Goldsboro, N. C.
WGCM	Gulfport, Miss.
WGES	Chicago, Ill.
WGGA	Gainesville, Ga.
WGH	Newport News, Va.
WGIL	Galesburg, Ill.
WGKV	Charleston, W. Va.
WGL	Ft. Wayne, Ind.
WGN	Chicago, Ill.
WGNC	Gastonia, N. C.
WGNY	Newburg, N. Y.
WGOV	Valdosta, Ga.
WGPC	Albany, Ga.
WGR	Buffalo, N. Y.
WGRC	Louisville, Ky.
WGRM	Greenwood, Miss.
WGST	Atlanta, Ga.
WGTC	Greenville, N. C.
WGTM	Wilson, N. C.
WGY	Schenectady, N. Y.
WHA	Madison, Wis.
WHAI	Greenfield, Mass.
WHAM	Rochester, N. Y.
WHAS	Louisville, Ky.
WHAT	Philadelphia, Pa.
WHAZ	Troy, N. Y.
WHB	Kansas City, Mo.
WHBB	Selma, Ala.
WHBC	Canton, O.
WHBF	Rock Island, Ill.
WHBI	Newark, N. J.
WHBL	Sheboygan, Wis.
WHBQ	Memphis, Tenn.
WHBU	Anderson, Ind.
WHBY	Appleton, Wis.
WHCU	Ithaca, N. Y.
WHDF	Calumet, Mich.
WHDH	Boston, Mass.
WHDL	Allegany, N. Y.
WHEB	Portsmouth, N. H.
WHEC	Rochester, N. Y.
WHFC	Cicero, Ill.
*WHGB	Harrisburg, Pa.
WHIO	Dayton, O.
WHIS	Bluefield, W. Va.
WHIT	New Bern, N. C.
WHIZ	Zanesville, O.
WHJB	Greensburg, Pa.
WHK	Cleveland, O.
WHKC	Columbus, O.
WHKK	Akron, O.
WHKY	Hickory, N. C.
WHLB	Virginia, Minn.
WHLD	Niagara Falls, N. Y.
WHLN	Harlan, Ky.
WHLS	Port Huron, Mich.
WHMA	Anniston, Ala.
WHN	New York, N. Y.
*WHNC	Henderson, N. C.
WHO	Des Moines, Ia.
WHOM	Jersey City, N. J.
WHOP	Hopkinsville, Ky.
WHOT	South Bend, Ind.
WHP	Harrisburg, Pa.
WHTD	Hartford, Conn.
WHUB	Cookeville, Tenn.
WHYN	Holyoke, Mass.
WIAC	San Juan, P. R.
WIBA	Madison, Wis.
WIBC	Indianapolis, Ind.
WIBG	Philadelphia, Pa.
WIBM	Jackson, Mich.
WIBU	Poynette, Wis.
WIBW	Topeka, Kan.
WIBX	Utica, N. Y.
WICA	Ashtabula, O.
WICC	Bridgeport, Conn.
WIGM	Medford, Wis.
WIL	St. Louis, Mo.
WILL	Urbana, Ill.
WILM	Wilmington, Del.
WINC	Winchester, Va.
WIND	Chicago, Ill.
WING	Dayton, O.
WINK	Ft. Myers, Fla.
WINN	Louisville, Ky.
WINS	New York, N. Y.
WINX	Washington, D. C.
WIOD	Miami, Fla.
WIP	Philadelphia, Pa.
WIRE	Indianapolis, Ind.
WIS	Columbia, S. C.
WISE	Asheville, N. C.
WISH	Indianapolis, Ind.
WISN	Milwaukee, Wis.
WISR	Butler, Pa.
WITH	Baltimore, Md.
WIZE	Springfield, O.
WJAC	Johnstown, Pa.
WJAG	Norfolk, Neb.
WJAR	Providence, R. I.
WJAS	Pittsburgh, Pa.
WJAX	Jacksonville, Fla.
WJBC	Bloomington, Ill.
WJBK	Detroit, Mich.
WJBO	Baton Rouge, La.
WJBW	New Orleans, La.
WJBY	Gadsden, Ala.
WJDX	Jackson, Miss.
*WJEF	Grand Rapids, Mich.
WJEJ	Hagerstown, Md.
WJHL	Johnson City, Tenn.
WJHO	Opelika, Ala.
WJHP	Jacksonville, Fla.
WJIM	Lansing, Mich.
WJJD	Chicago, Ill.
WJLB	Detroit, Mich.
WJLD	Bessemer, Ala.
WJLS	Beckley, W. Va.
WJMC	Rice Lake, Wis.
WJMS	Ironwood, Mich.
WJNO	W. Palm Beach, Fla.
WJOB	Hammond, Ind.
WJPA	Washington, Pa.
WJPF	Herrin, Ill.
WJPR	Greenville, Miss.
WJR	Detroit, Mich.
WJRD	Tuscaloosa, Ala.
WJTN	Jamestown, N. Y.

(Cont'd on page 408)

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

** Denotes new station authorized but not yet in operation as of January 1, 1945*

(Continued from page 407)

WJW	Cleveland, O.
*WJXN	Jackson, Miss.
WJZ	New York, N. Y.
WJZM	Clarkesville, Tenn.
WKAQ	San Juan, Puerto Rico
WKAR	East Lansing, Mich.
WKAT	Miami Beach, Fla.
WKBB	Dubuque, Ia.
WKBH	LaCrosse, Wis.
WKBN	Youngstown, O.
WKBO	Harrisburg, Pa.
WKBV	Richmond, Ind.
WKBW	Buffalo, N. Y.
WKBZ	Muskegon, Mich.
WKEU	Griffin, Ga.
WKEY	Covington, Va.
WKIP	Poughkeepsie, N. Y.
*WKIX	Columbia, S. C.
WKLA	Ludington, Mich.
WKMO	Kokomo, Ind.
WKNE	Keene, N. H.
WKNY	Kingston, N. Y.
WKOK	Sunbury, Pa.
WKPA	New Kensington, Pa.
WKPT	Kingsport, Tenn.
WKRC	Cincinnati, O.
WKRO	Cairo, Ill.
WKST	New Castle, Pa.
*WKVM	Arecibo, P. R.
WKWK	Wheeling, W. Va.
WKY	Oklahoma City, Okla.
WKZO	Kalamazoo, Mich.
WLAC	Nashville, Tenn.
WLAG	La Grange, Ga.
WLAK	Lakeland, Fla.
WLAP	Lexington, Ky.
WLAV	Grand Rapids, Mich.
WLAW	Lawrence, Mass.
WLAY	Muscle Shoals City, Ala.
WLB	Minneapolis, Minn.
WLBC	Muncie, Ind.
WLBJ	Bowling Green, Ky.
WLBL	Stevens Point, Wis.
WLBZ	Bangor, Me.
WLDS	Jacksonville, Ill.
WLEU	Erie, Pa.
WLIB	New York, N. Y.
WLLH	Lowell, Mass.
WLNH	Laconia, N. H.
WLOF	Orlando, Fla.
WLOG	Logan, W. Va.
WLOK	Lima, O.
WLOL	Minneapolis, Minn.
WLPM	Suffolk, Va.
WLS	Chicago, Ill.
WLVA	Lynchburg, Va.
WLW	Cincinnati, O.
WMAL	Washington, D. C.
WMAM	Marinette, Wis.
WMAN	Mansfield, O.
WMAQ	Chicago, Ill.
WMAS	Springfield, Mass.
WMAZ	Macon, Ga.
WMBD	Peoria, Ill.
WMBG	Richmond, Va.
WMBH	Joplin, Mo.
WMBI	Chicago, Ill.
WMBO	Auburn, N. Y.
WMBR	Jacksonville, Fla.
WMBS	Uniontown, Pa.
WMC	Memphis, Tenn.
WMCA	New York, N. Y.
WMEX	Boston, Mass.
WMFD	Wilmington, N. C.
WMFF	Plattsburg, N. Y.
WMFG	Hibbing, Minn.
WMFJ	Daytona Beach, Fla.
WMFR	High Point, N. C.
WMGA	Moultrie, Ga.
WMIN	St. Paul, Minn.
WMIS	Natchez, Miss.
WMJM	Cordele, Ga.
*WMLT	Dublin, Ga.
WMMN	Fairmont, W. Va.
WMOB	Mobile, Ala.
WMOG	Brunswick, Ga.
WMOH	Hamilton, Ohio
WMPC	Lapeer, Mich.
WMPS	Memphis, Tenn.
WMRC	Greenville, S. C.
WMRF	Lewistown, Pa.
WMRN	Marion, O.
WMRO	Aurora, Ill.
WMSL	Decatur, Ala.
WMT	Cedar Rapids, Ia.
WMUR	Manchester, N. H.
WMVA	Martinsville, Va.
WNAB	Bridgeport, Conn.
WNAC	Boston, Mass.
WNAD	Norman, Okla.
WNAX	Yankton, S. D.
WNBF	Binghamton, N. Y.
WNBH	New Bedford, Mass.
WNBZ	Saranac Lake, N. Y.
WNEL	San Juan, Puerto Rico
WNEW	New York, N. Y.
WNHC	New Haven, Conn.
WNLC	New London, Conn.
WNOE	New Orleans, La.
WNOX	Knoxville, Tenn.
WNYC	New York, N. Y.
WOAI	San Antonio, Tex.
WOC	Davenport, Ia.
WOCB	W. Yarmouth, Mass.
WOI	Ames, Ia.
WOKO	Albany, N. Y.
WOL	Washington, D. C.
WOLF	Syracuse, N. Y.
WOLS	Florence, S. C.
WOMI	Owensboro, Ky.
WOMT	Manitowoc, Wis.
WOOD	Grand Rapids, Mich.
WOPI	Bristol, Tenn.
WOR	New York City
WORC	Worcester, Mass.
WORD	Spartanburg, S. C.
WORK	York, Pa.
WORL	Boston, Mass.
WOSH	Oshkosh, Wisc.
WOSU	Columbus, O.
WOV	New York, N. Y.
WOW	Omaha, Neb.
WOWO	Ft. Wayne, Ind.
WPAB	Ponce, Puerto Rico
WPAD	Paducah, Ky.
*WPAG	Ann Arbor, Mich.
WPAR	Parkersburg, W. Va.
WPAT	Paterson, N. J.
WPAX	Thomasville, Ga.
WPAY	Portsmouth, O.
WPDQ	Jacksonville, Fla.
WPEN	Philadelphia, Pa.
WPIC	Sharon, Pa.
*WPIK	Alexandria, Va.
WPRA	Mayaguez, Puerto Rico
WPRO	Providence, R. I.
WPRP	Ponce, Puerto Rico
WPTF	Raleigh, N. C.
WQAM	Miami, Fla.
WQAN	Scranton, Pa.
WQBC	Vicksburg, Miss.
WQXR	New York, N. Y.
WRAK	Williamsport, Pa.
WRAL	Raleigh, N. C.
WRAW	Reading, Pa.
WRBL	Columbus, Ga.
WRC	Washington, D. C.
WRDO	Augusta, Me.
WRDW	Augusta, Ga.
WREC	Memphis, Tenn.
WREN	Lawrence, Kan.
WRGA	Rome, Ga.
WRHI	Rock Hill, S. C.
WRJN	Racine, Wis.
WRLC	Toccoa, Ga.
WROX	Clarksdale, Miss.
WRNL	Richmond, Va.
WROK	Rockford, Ill.
WROL	Knoxville, Tenn.
WRLD	West Point, Ga.
WRR	Dallas, Tex.
WRRF	Washington, N. C.
WRRN	Warren, O.
WRUF	Gainesville, Fla.
WRVA	Richmond, Va.
WSAI	Cincinnati, O.
WSAJ	Grove City, Pa.
WSAM	Saginaw, Mich.
WSAN	Allentown, Pa.
WSAP	Portsmouth, Va.
WSAR	Fall River, Mass.
WSAU	Wausau, Wis.
WSAV	Savannah, Ga.
WSAY	Rochester, N. Y.
WSAZ	Huntington, W. Va.
WSB	Atlanta, Ga.
WSBA	York, Pa.
WSBC	Chicago, Ill.
WSBT	South Bend, Ind.
WSFA	Montgomery, Ala.
WSGN	Birmingham, Ala.
WSIX	Nashville, Tenn.
WSJS	Winston-Salem, N. C.
WSKB	McComb, Miss.
WSLB	Ogdensburg, N. Y.
WSLI	Jackson, Miss.
WSLS	Roanoke, Va.
WSM	Nashville, Tenn.
WSMB	New Orleans, La.
WSNJ	Bridgeton, N. J.
WSNY	Schenectady, N. Y.
WSOC	Charlotte, N. C.
WSON	Henderson, Ky.
WSOO	Sault Ste. Marie, Mich.
WSOY	Decatur, Ill.
WSPA	Spartanburg, S. C.
WSPB	Sarasota, Fla.
WSPD	Toledo, O.
WSPR	Springfield, Mass.
WSRR	Stamford, Conn.
*WSTN	Staunton, Va.
WSTP	Salisbury, N. C.
WSTV	Steubenville, O.
WSUI	Iowa City, Ia.
WSUN	St. Petersburg, Fla.
WSVA	Harrisonburg, Va.
WSYB	Rutland, Vt.
WSYR	Syracuse, N. Y.
WTAD	Quincy, Ill.
WTAG	Worcester, Mass.
WTAL	Tallahassee, Fla.
WTAM	Cleveland, O.
WTAQ	Green Bay, Wis.
WTAR	Norfolk, Va.
WTAW	College Station, Tex.
WTAX	Springfield, Ill.
WTBO	Cumberland, Md.
WTCM	Traverse City, Mich.
WTCN	Minneapolis, Minn.
WTEL	Philadelphia, Pa.
WTHT	Hartford, Conn.
WTIC	Hartford, Conn.
WTJS	Jackson, Tenn.
WTMA	Charleston, S. C.
WTMC	Ocala, Fla.
WTMJ	Milwaukee, Wis.
WTMV	E. St. Louis, Ill.
WTNJ	Trenton, N. J.
WTOC	Savannah, Ga.
WTOL	Toledo, O.
WTOP	Washington, D. C.
WTRC	Elkhart, Ind.
WTRY	Troy, N. Y.
WTSP	St. Petersburg, Fla.
WTTM	Trenton, N. J.
WWDC	Washington, D. C.
WWJ	Detroit,
WWL	New Orlea
WWNC	Asheville,
WWNY	Watertown,
WWPG	Palm Beach,
WWRL	Woodside,
WWSR	St. Alba
WWSW	Pittsburgh,
WWVA	Wheeling, W
WXYZ	Detroit,
*	Richmond,

SHORTWAVE

KCBA	Delano,
KCBF	Delano,
KGEI	Belmont,
KGEX	Belmont
KNBA	Dixon,
KNBC	Dixo
KNBI	Dixon,
KNBX	Dixo
KWID	San Fra
KWIX	San Fra
WBOS	Hull,
WCBN	Brentwood,
WCBX	Brentwood,
WCDA	Brentwood,
WCRC	Brentwood,
WGEA	Schenectady,
WGEO	Schenectady,
WGEX	Schenectady,
WLWK	Maso
WLWL	Maso
WLWO	Maso
WLWR	Mas
WLWS	Maso
WNBI	Bound Brook,
WNRA	Bound Brook,
WNRE	Bound Brook,
WNRI	Bound Brook,
WNRX	Bound Brook,
WOOC	Wayne,
WOOW	Wayne,
WRCA	Bound Brook,
WRUA	Scituate,
WRUL	Scituate,
WRUS	Scituate,
WRUW	Scituate,
WRUX	Scituate,

Michigan's Most Powerful Independent Station

W-CAR

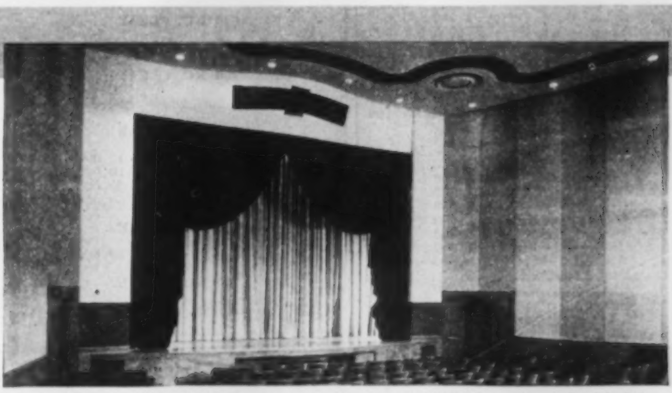
Pontiac

THE *Right* ACOUSTICAL MATERIALS MEAN *Improved* BROADCAST QUALITY

Many acoustical and sound-transmission problems are associated with the design and construction of broadcasting studios. The size of the studio and its contemplated use are governing factors. The location of one studio in relation to another affects the degree of sound isolation necessary. You will find that the use of Johns-Manville sound control materials and the experience of Johns-Manville engineers can help you solve these and similar studio problems.

• An Auditorium Studio

One of the most recently constructed studio buildings is WTMJ at Milwaukee. Practically every phase of modern broadcasting was considered in its design. For example, the auditorium studio at the right is one of a series which also included studios for musical presentations, speakers' studios, general-purpose studios, etc. Each was designed specifically for producing a desired acoustic result. Their final design was due to the collaboration of Johns-Manville acoustical engineers with the architects and the studio officials.



The walls and ceiling of this stage and auditorium at WTMJ are treated with Johns-Manville Acoustical Materials especially designed for the broadcasting field.

• A Speaker's Studio

WOR officials in their attempt to constantly improve the quality of their broadcasting programs were not satisfied with the acoustical properties of their speakers' studios. The objective was to have the speakers' voices reproduced with fidelity. The elimination of distortion and standing wave patterns was a primary goal. WOR officials in collaboration with J-M engineers developed a unique approach to this problem of rehabilitating studios.

Three relatively new types of acoustical materials were used—High Frequency, Low Frequency, and Triple-Tuned Elements covered with J-M Perforated Transite Asbestos Panels. These materials, properly located on wall and ceiling surfaces, produced the required acoustical result. Also, the hard, dense perforated Transite withstands abuse, and its smooth surface makes cleaning and decorating easy.

For details write Johns-Manville, 22 E. 40 St., New York 16, N. Y.

Studios at WOR were acoustically modernized with Johns-Manville materials in order to get a more faithful reproduction of the speakers' voices.

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville *Pioneers in* **Sound Control**

Member of

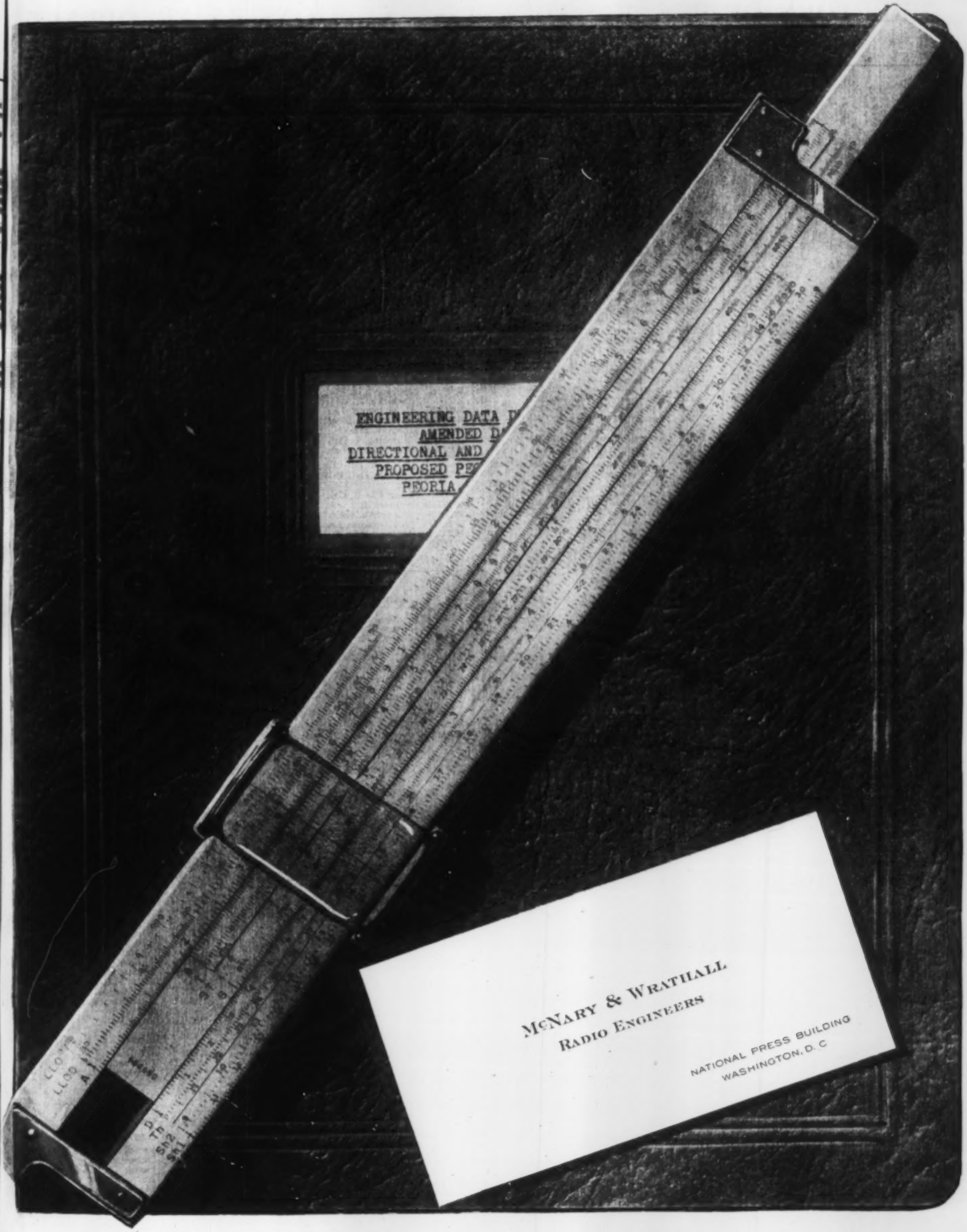
DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1945)

**CP granted for increase in power.*
†Construction permit for new station.
‡Special authorization for power or frequency.
CP—Construction permit for frequency.
L—Limited time; operates night hours only when dominant station is not operating.

Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL			
KOY	Phoenix, Ariz.	1,000	1,000
KSD	St. Louis	5,000	1,000
WGR	Buffalo, N. Y.	5,000	1,000
KFYR	Bismarck, N. D.	5,000	5,000
WKRC	Cincinnati, O.	5,000	1,000
KOAC	Corvallis, Ore.	5,000	1,000
KTSA	San Antonio, Tex.	5,000	1,000
WDEV	Waterbury, Vt.	1,000	....
WSVA	Harrisonburg, Va.	1,000	....
560 KC. REGIONAL			
KSFO	San Francisco	5,000	1,000
KLZ	Denver	5,000	5,000
WQAM	Miami, Fla.	5,000	1,000
WIND	Chicago, Ill.	5,000	5,000
WGAN	Portland, Me.	5,000	5,000
KWTO	Springfield, Mo.	5,000	1,000
WFIL	Philadelphia	1,000	1,000
WIS	Columbia, S. C.	5,000	5,000
KFDM	Beaumont, Tex.	1,000	1,000
KPQ	Wenatchee, Wash.	1,000	1,000
WJLS	Beckley, W. Va.	250	100
570 KC. REGIONAL			
KMTR	Los Angeles	1,000	1,000
WMCA	New York	5,000	5,000
WSYR	Syracuse, N. Y.	5,000	5,000
WWNC	Asheville, N C.	1,000	1,000
WKBN	Youngstown, O.	5,000	5,000
WNAX	Yankton, S. D.	5,000	5,000
KGKO	Ft. Worth, Tex.	5,000	5,000
KUTA	Salt Lake City, Utah	5,000	5,000
KVI	Tacoma, Wash.	5,000	5,000
WMAM	Marinette, Wis.	250	100
580 KC. REGIONAL			
KMJ	Fresno, Cal.	5,000	5,000
WDBO	Orlando, Fla.	5,000	5,000
WILL	Urbana, Ill.	5,000	....
KSAC	Manhattan, Kan.	1,000	500
WIBW	Topeka, Kan.	5,000	5,000
KALB	(CP) Alexandria, La.	*1,000	*1,000
WTAG	Worcester, Mass.	5,000	5,000
WIAC	San Juan, P. R.	5,000	5,000
WCHS	Charleston, W. Va.	5,000	5,000
590 KC. REGIONAL			
WAGA	Atlanta, Ga.	5,000	5,000
KGMB	Honolulu, Hawaii	5,000	5,000
WEEI	Boston, Mass.	5,000	5,000
WKZO	Kalamazoo, Mich.	5,000	5,000
WOW	Omaha, Neb.	5,000	5,000
WMBS	Uniontown, Pa.	1,000	1,000
KTBC	Austin, Tex.	1,000	250
KHQ	Spokane, Wash.	5,000	5,000
600 KC. REGIONAL			
KFSD	San Diego, Cal.	1,000	1,000
WICC	Bridgeport, Conn.	1,000	500
WMT	Cedar Rapids, Ia.	5,000	5,000
WCAO	Baltimore, Md.	5,000	5,000
WSJS	Winston-Salem, N. C.	5,000	5,000
KSJB	Jamestown, N. D.	250	100
WREC	Memphis, Tenn.	5,000	5,000
KROD	El Paso, Tex.	1,000	500
610 KC. REGIONAL			
WSGN	Birmingham, Ala.	5,000	1,000
KFAR	Fairbanks, Alaska (‡660 kc.)	5,000 ‡10,000	5,000 ‡10,000
KFRC	San Francisco	5,000	5,000
WIOD	Miami, Fla.	5,000	5,000
KDAL	Duluth, Minn.	1,000	1,000
WDAF	Kansas City, Mo.	5,000	5,000
WMUR	Manchester, N. H.	5,000	1,000
WAYS	Charlotte, N. C.	1,000	1,000
WHKC	Columbus, O.	1,000	1,000
WIP	Philadelphia, Pa.	5,000	5,000
620 KC. REGIONAL			
KTAR	Phoenix, Ariz.	5,000	5,000
WSUN	St. Petersburg, Fla.	5,000	5,000
WLBZ	Bangor, Me.	5,000	5,000
WAGE	Syracuse, N. Y.	1,000	1,000
KGW	Portland, Ore.	5,000	5,000
WHJB	Greensburg, Pa.	250	....
WKAQ	San Juan, P. R.	5,000	5,000
WROL	Knoxville, Tenn.	1,000	500
KWFT	Wichita Falls, Tex.	5,000	1,000
WCAX	Burlington, Vt.	1,000	1,000
WTMJ	Milwaukee, Wis.	5,000	5,000
630 KC. REGIONAL			
KVOD	Denver, Colo.	5,000	5,000
WMAL	Washington, D. C.	5,000	5,000
XOK	St. Louis	5,000	5,000
KOH	Reno, Nev.	1,000	1,000
WPRO	Providence, R. I.	5,000	5,000
KGFX	Pierre, S. D.	200	....
640 KC. CLEAR			
KFI	Los Angeles	50,000	50,000
WOI	Ames, Ia.	5,000	....
WHKK	Akron, O.	1,000	L-1,000
WNAD	Norman, Okla.	1,000	....
650 KC. CLEAR			
WSM	Nashville, Tenn.	50,000	50,000
660 KC. CLEAR			
‡KFAR	Fairbanks,Alaska	‡10,000	‡10,000
KOWH	Omaha, Neb.	500	....
WEAF	New York	50,000	50,000
KSKY	Dallas, Tex.	1,000	....
670 KC. CLEAR			
WMAQ	Chicago	50,000	50,000
680 KC. CLEAR			
KPO	San Francisco	50,000	50,000
WLAW	Lawrence, Mass.	5,000	5,000
KFEQ	St. Joseph, Mo.	5,000	5,000
WPTF	Raleigh, N. C.	50,000	50,000
WISR	Butler, Pa.	250	....
KABC	(CP) San Antonio, Tex.	*50,000	*10,000
690 KC. CLEAR			
KGGF	Coffeyville, Kan.	1,000	500
700 KC. CLEAR			
WLW	Cincinnati, O.	50,000	50,000
710 KC. CLEAR			
KMPC	Los Angeles, Cal.	10,000	10,000
WFTL	Miami, Fla.	10,000	10,000
WOR	New York	50,000	50,000
KIRO	Seattle, Wash.	50,000	50,000
720 KC. CLEAR			
WGN	Chicago	50,000	50,000
730 KC. CLEAR			
†WPIK	Alexandria, Va.	250	....
740 KC. CLEAR			
KQW	San Jose, Cal.	5,000	5,000
KTRH	Houston, Tex.	50,000	50,000
750 KC. CLEAR			
WSB	Atlanta, Ga.	50,000	50,000
KMMJ	Grand Island, Neb.	1,000	L-1,000
WHEB	Portsmouth, N. H.	1,000	L-1,000
KXL	Portland, Ore.	10,000	L-10,000
760 KC. CLEAR			
KGU	Honolulu, Hawaii	2,500	L-2,500
WJR	Detroit, Mich.	50,000	50,000
770 KC. CLEAR			
WLB	Minneapolis, Minn.	5,000	....
WCAL	Northfield, Minn.	5,000	....
WEW	St. Louis, Mo.	1,000	....
‡KOB	Albuquerque, N. M.	‡50,000	‡25,000
WJZ	New York	50,000	50,000
KXA	Seattle, Wash.	1,000	L-1,000
780 KC. CLEAR			
WBBM	Chicago	50,000	50,000
WJAG	Norfolk, Nebr.	1,000	L-1,000
790 KC. REGIONAL			
KFQD	Anchorage, Alaska	1,000	1,000
KECA	Los Angeles	5,000	5,000
KGHL	Billings, Mont.	5,000	5,000
WWNY	Watertown, N. Y.	1,000	1,000
WPIC	Sharon, Pa.	1,000	....
WEAN	Providence, R. I.	5,000	5,000
WMC	Memphis, Tenn.	5,000	5,000
WTAR	Norfolk, Va.	5,000	5,000
KVOS	Bellingham, Wash.	250	250
WEAU	Eau Claire, Wis.	5,000	1,000
800 KC. CLEAR			
810 KC. CLEAR			
KGO	San Francisco	7,500	7,500
KOAM	Pittsburg, Kan.	1,000	....
WGY	Schenectady, N. Y.	50,000	50,000
820 KC. CLEAR			
WAIT	Chicago	5,000	L-5,000
WOSU	Columbus, O.	5,000	L-5,000
WFAA	Dallas, Tex.	50,000	50,000
WBAP	Ft. Worth, Tex.	50,000	50,000
830 KC. CLEAR			
WCCO	Minneapolis, Minn.	50,000	50,000
WNYC	New York	1,000	L-1,000 ‡1,000
840 KC. CLEAR			
WHAS	Louisville, Ky.	50,000	50,000
850 KC. CLEAR			
KOA	Denver, Col.	50,000	50,000
WRUF	Gainesville, Fla.	5,000 5,000	L-5,000 ‡100
WHDH	Boston, Mass.	5,000	5,000
KFUO	Clayton, Mo.	5,000	L-5,000
WJW	Cleveland, O.	5,000	5,000
WEEU	Reading, Pa.	1,000	....
860 KC. CLEAR			
KTRB	Modesto, Cal.	1,000	1,000
WSON	Henderson, Ky.	500	....
870 KC. CLEAR			
KIEV	Glendale, Cal.	250	....
WWL	New Orleans, La.	50,000	50,000
WKAR	East Lansing, Mich.	5,000	....
WHCU	Ithaca, N. Y.	1,000	L-1,000
880 KC. CLEAR			
WHB	Kansas City, Mo.	1,000	....
WABC	New York	50,000	50,000
890 KC. CLEAR			
WENR	Chicago	50,000	50,000
WLS	Chicago	50,000	50,000
†WHNC	Henderson, N. C.	250	....
900 KC. CLEAR			
KLCN	Blytheville, Ark.	1,000	....
WSBA	York, Pa.	1,000	....
910 KC. REGIONAL			
KLX	Oakland, Cal.	1,000	1,000
KPOF	Denver, Col.	1,000	1,000
KFKA	Greeley, Col.	1,000	1,000
WSUI	Iowa City, Ia.	5,000	5,000
WABI	Bangor, Me.	1,000	1,000
WFDF	Flint, Mich.	1,000	1,000
WCOC	Meridian, Miss.	1,000	1,000
WGBI	Scranton, Pa.	1,000	500
WQAN	Scranton, Pa.	1,000	500
WJHL	Johnson City, Tenn.	1,000	1,000
KRRV	Sherman, Tex.	1,000	1,000
†KALL	Salt Lake City, Utah	1,000	1,000
WRNL	Richmond, Va.	5,000	5,000
KVAN	Vancouver, Wash.	500	....
920 KC. REGIONAL			
KARK	Little Rock, Ark.	5,000	5,000
KFXJ	Grand Junction, Col.	1,000	500
WGST	Atlanta, Ga.	5,000	1,000
WBAA	West Lafayette, Ind.	5,000	1,000
KFNF	Shenandoah, Ia.	1,000	500
WTTM	Trenton, N. J.	1,000	1,000
WBBB	Burlington, N. C.	1,000	....
WJAR	Providence, R. I.	5,000	5,000
KUSD	Vermillion, S. D.	500	500
KFPY	Spokane, Wash.	5,000	5,000
WMMN	Fairmont, W. Va.	5,000	5,000
930 KC. REGIONAL			
KTKN	Ketchikan, Alaska	1,000	1,000
KHJ	Los Angeles	5,000	5,000
WJAX	Jacksonville, Fla.	5,000	1,000
KSEI	Pocatello, Ida.	1,000	250
WTAD	Quincy, Ill.	1,000	1,000
WFMD	Frederick, Md.	500	500
WPAT	Paterson, N. J.	1,000	....
WBEN	Buffalo, N. Y.	5,000	5,000
WRRF	Washington, N. C.	1,000	....
WKY	Oklahoma City, Okla.	5,000 *5,000	1,000 *5,000
WSAZ	Huntington, W. Va.	1,000	1,000
WLBL	Stevens Point, Wis.	5,000	....
940 KC. CLEAR			
KTKC	Visalia, Cal.	5,000	5,000
WMAZ	Macon, Ga.	5,000	5,000
950 KC. REGIONAL			
KFEL	Denver, Col.	5,000	5,000
WAAF	Chicago	1,000	....
WORL	Boston	1,000	....
WWJ	Detroit, Mich.	5,000	5,000
WPEN	Philadelphia, Pa.	5,000	5,000
WSPA	Spartanburg, S. C.	5,000 *5,000	1,000 *5,000
KPRC	Houston, Tex.	5,000	5,000
KJR	Seattle, Wash	5,000	5,000
960 KC. REGIONAL			
WBRC	Birmingham, Ala.	5,000	5,000
KROW	Oakland, Cal.	1,000	1,000
WELI	New Haven, Conn.	1,000	500
WSBT	South Bend, Ind.	1,000	1,000
KMA	Shenandoah, Ia.	5,000	5,000
WDBJ	Roanoke, Va.	5,000	5,000
970 KC. REGIONAL			
WFLA	Tampa, Fla.	5,000	5,0
WAVE	Louisville, Ky.	5,000	5,0
WCSH	Portland, Me.	5,000	5,0
WAAT	Newark, N. J.	1,000	1,0
WDAY	Fargo, N. D.	5,000	5,0
WICA	Ashtabula, O.	1,000	..
KOIN	Portland, Ore.	5,000	5,0
WHA	Madison, Wis.	5,000	..
980 KC. REGIONAL			
KFWB	Los Angeles, Cal.	5,000	5,0
WRC	Washington, D. C.	5,000	5,0
KMBC	Kansas City, Mo.	5,000	5,0
WTRY	Troy, N. Y.	1,000	1,0
WGBG	Greensboro, N. C.	1,000	..
WSIX	Nashville, Tenn.	5,000	5,0
990 KC. CLEAR			
WIBG	Philadelphia, Pa.	10,000	10,0
WPRA	Mayaguez, P. R.	5,000	1,0
WNOX	Knoxville, Tenn.	10,000	10,0
1000 KC. CLEAR			
WCFL	Chicago, Ill.	10,000	10,0
KOMO	Seattle, Wash.	5,000	5,0
1010 KC. CLEAR			
WINS	New York, N. Y.	10,000 *50,000	10,0 *50,0
KLRA	Little Rock, Ark.	10,000	5,0
KWBU	Corpus Christi, Tex. (‡1030kc)	50,000	...
1020 KC. CLEAR			
KFVD	Los Angeles, Cal.	1,000	L-1,0
KDKA	Pittsburgh, Pa.	50,000	50,0
1030 KC. CLEAR			
WBZ	Boston, Mass.	50,000	50,0
WBZA	Springfield, Mass.	1,000	1,0
KOB	Albuquerque, N. M. (‡770kc)	10,000 ‡50,000 *50,000	10,0 ‡25,0 *50,0
‡KWBU	Corpus Christi, Tex.	50,000	...
1040 KC. CLEAR			
WHO	Des Moines, Ia.	50,000	50,0
1050 KC. CLEAR			
WDZ	Tuscola, Ill.	1,000	....
†WPAG	Ann Arbor, Mich	250	....
WHN	New York	50,000	50,00
1060 KC. CLEAR			
KYW	Philadelphia, Pa.	50,000	50,00
1070 KC. CLEAR			
WAPI	Birmingham, Ala.	5,000	5,000
KNX	Los Angeles, Cal.	50,000	50,000
WIBC	Indianapolis	5,000	5,000
KFBI	Wichita, Kan.	5,000	1,000
1080 KC. CLEAR			
WTIC	Hartford, Conn.	50,000	50,000
WCAZ	Carthage, Ill.	250	....
KWJJ	Portland, Ore.	1,000	1,000
KRLD	Dallas, Tex.	50,000	50,000
1090 KC. CLEAR			
KTHS	Hot Springs, Ark.	10,000	1,000
WBAL	Baltimore, Md.	50,000	50,000
KEVR	Seattle, Wash.	250	250
1100 KC. CLEAR			
KJBS	San Francisco	500	L-500
WTAM	Cleveland, O.	50,000	50,000
1110 KC. CLEAR			
KPAS	Pasadena, Cal.	10,000	10,000
WMBI	Chicago, Ill.	5,000	L-5,000
KFAB	Lincoln, Nebr.	10,000	10,000
WBT	Charlotte, N. C.	50,000	50,000
1120 KC. CLEAR			
KMOX	St. Louis, Mo.	50,000	50,000
1130 KC. CLEAR			
KWKH	Shreveport, La.	50,000	50,000
WCAR	Pontiac, Mich.	1,000	....
WDGY	Minneapolis, Minn.	5,000	L-500
WNEW	New York	10,000	10,000

(Continued on Page 412)


ENGINEERING DATA
AMENDED
DIRECTIONAL AND
PROPOSED
PEORIA

McNARY & WRATHALL
RADIO ENGINEERS

NATIONAL PRESS BUILDING
WASHINGTON, D. C

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIE

[Continued from Page 410]

1140 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KGDM	Stockton, Cal.	5,000	5,000
KSOO	Sioux Falls, S. D.	5,000	L-5,000
WRVA	Richmond, Va.	50,000	50,000

1150 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFSG	Los Angeles	2,500	1,000
KRKD	Los Angeles	2,500	1,000
WDEL	Wilmington, Del.	5,000	5,000
KSAL	Salina, Kan.	1,000	1,000
WJBO	Baton Rouge, La.	5,000	5,000
WCOP	Boston, Mass.	500	500
KSWO	Lawton, Okla.	250	....
WKPA	New Kensington, Pa.	250	....
WAPO	Chattanooga, Tenn.	5,000	1,000
WTAW	College Station, Tex.	1,000	....
KRSC	Seattle, Wash.	1,000	1,000
WISN	Milwaukee, Wis.	5,000	5,000

1160 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJJD	Chicago, Ill.	20,000	L-20,000
KSL	Salt Lake City, Utah	50,000	50,000

1170 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOO	Tulsa, Okla.	50,000	50,000
WWVA	Wheeling, W. Va.	50,000	50,000

1180 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WLDS	Jacksonville, Ill.	250	....
WHAM	Rochester, N. Y.	50,000	50,000

1190 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOWO	Ft. Wayne, Ind.	10,000	10,000
WLIB	New York	1,000	L-1,000
KEX	Portland, Ore.	5,000	5,000

1200 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOAI	San Antonio, Tex.	50,000	50,000

1210 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WCAU	Philadelphia, Pa.	50,000	50,000

1220 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WGNY	Newburgh, N. Y.	1,000	....
WGAR	Cleveland, O.	5,000	5,000

1230 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBHP	Huntsville, Ala.	250	250
WMOB	Mobile, Ala.	250	250
WJRD	Tuscaloosa, Ala.	250	250
KSUN	Lowell, Ariz.	250	250
KPHO	Phoenix, Ariz.	250	250
KBTM	Jonesboro, Ark.	250	250
KGHI	Little Rock, Ark.	250	250
KXO	El Centro, Cal.	250	250
KGFJ	Los Angeles	100	100
KVCV	Redding, Cal.	250	250
KVEC	San Luis Obispo, Cal.	250	250
KWG	Stockton, Cal.	250	250
KGEK	Sterling, Col.	100	100
WTHT	Hartford, Conn.	250	250
WLOF	Orlando, Fla.	250	250
WDLP	Panama City, Fla.	250	250
WJNO	West Palm Beach, Fla.	250	250
WRBL	Columbus, Ga.	250	250
WBLJ	Dalton, Ga.	250	250
WAYX	Waycross, Ga.	250	250
KHBC	Hilo, Hawaii	250	250
KFXD	Nampa, Idaho	250	250
WJBC	Bloomington, Ill.	250	250
WJOB	Hammond, Ind.	250	250
WBOW	Terre Haute, Ind.	250	250
KFJB	Marshalltown, Ia.	250	250
WHLN	Harlan, Ky.	250	250
WHOP	Hopkinsville, Ky.	250	250
KMLB	Monroe, La.	250	250
WJBW	New Orleans, La.	250	250
WITH	Baltimore, Md.	250	250
WBOC	Salisbury, Md.	250	250
WESX	Salem, Mass.	250	250
†WJEF	Grand Rapids, Mich.	250	250
WMPC	Lapeer, Mich.	250	250
WSOO	Sault Ste. Marie, Mich.	250	100
KGDE	Fergus Falls, Minn.	250	100
KYSM	Mankato, Minn.	250	250
KWNO	Winona, Minn.	250	250
WSKB	McComb, Miss.	250	250
WIL	St. Louis, Mo.	250	250
KHAS	Hastings, Neb.	250	250
KFUN	Las Vegas, N. M.	250	250
WENY	Elmira, N. Y.	250	250
WFAS	White Plains, N. Y.	250	250
WIBX	Utica, N. Y.	250	250
WISE	Asheville, N. C.	250	250
WMFR	High Point, N. C.	250	250

1230 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WFTC	Kinston, N. C.	250	250
WCBT	Roanoke Rapids, N. C.	250	250
WCPO	Cincinnati, O.	250	250
WCOL	Columbus, O.	250	250
WTOL	Toledo, O.	250	250
KADA	Ada, Okla.	250	250
WBBZ	Ponca City, Okla.	250	250
KAST	Astoria, Ore.	250	250
KOOS	Coos Bay, Ore.	250	250
KODL	The Dalles, Ore.	250	100
WCED	Du Bois, Pa.	250	250
WKBO	Harrisburg, Pa.	250	250
†WKVM	Arecibo, P. R.	250	250
WAIM	Anderson, S. C.	250	250
WOLS	Florence, S. C.	250	250
WCAT	Rapid City, S. D.	100	....
KELO	Sioux Falls, S. D.	250	250
KFDA	Amarillo, Tex.	250	250
KTHT	Houston, Tex.	250	250
KRLH	Midland, Tex.	250	250
KCMC	Texarkana, Tex.	250	250
KVNU	Logan, Utah	250	250
WLVA	Lynchburg, Va.	250	250
KFIO	Spokane, Wash.	250	250
WLOG	Logan, W. Va.	250	250
WAJR	Morgantown, W. Va.	250	250
WHBY	Appleton, Wis.	250	250
WCLO	Janesville, Wis.	250	250
WDSM	Superior, Wis.	250	250
KPOW	Powell, Wyo.	250	250

1240 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WJBY	Gadsden, Ala.	250	250
WCOV	Montgomery, Ala.	250	250
KWJB	Globe, Ariz.	250	250
KYUM	Yuma, Ariz.	250	250
KDON	Monterey, Cal.	250	250
KPPC	Pasadena, Cal.	100	100
KROY	Sacramento, Cal.	250	250
KFXM	San Bernardino, Cal.	250	250
WINK	Ft. Myers, Fla.	250	250
WFOY	St. Augustine, Fla.	250	250
WGAC	Augusta, Ga.	250	250
WGGA	Gainesville, Ga.	250	250
WLAG	La Grange, Ga.	250	250
WBML	Macon, Ga.	250	250
WPAX	Thomasville, Ga.	250	250
WCRW	Chicago	100	100
WEDC	Chicago	250	250
WSBC	Chicago	250	250
WEBQ	Harrisburg, Ill.	250	250
WTAX	Springfield, Ill.	100	100
WHBU	Anderson, Ind.	250	250
KWLC	Decorah, Ia.	250	....
KBIZ	Ottumwa, Ia.	250	250
KICD	Spencer, Ia.	250	250
KIUL	Garden City, Kan.	250	250
KANS	Wichita, Kan.	250	250
WINN	Louisville, Ky.	250	250
KALB	Alexandria, La.	250	250
	(CP 580 kc.)	*1,000	*1,000
WCOU	Lewiston, Me.	250	250
WJEJ	Hagerstown, Md.	250	250
WHAI	Greenfield, Mass.	250	250
WOCB	West Yarmouth, Mass.	250	250
WJIM	Lansing, Mich.	250	250
WMFG	Hibbing, Minn.	250	250
WGRM	Greenwood, Miss.	250	250
WGCM	Gulfport, Miss.	250	250
WMIS	(CP) Natchez, Miss.	250	250
KWOS	Jefferson City, Mo.	250	250
KPFA	Helena, Mont.	250	250
KFOR	Lincoln, Neb.	250	250
KODY	North Platte, Neb.	250	250
WSNJ	Bridgeton, N. J.	250	250
KAVE	Carlsbad, N. M.	250	250
KICA	Clovis, N. M.	250	250
WGBB	Freeport, N. Y.	100	100
WJTN	Jamestown, N. Y.	250	250
WSNY	Schenectady, N. Y.	250	250
WATN	Watertown, N. Y.	250	250
WSOC	Charlotte, N. C.	250	250
WRAL	Raleigh, N. C.	250	250
KDLR	Devils Lake, N. D.	250	250
WLOK	Lima, O.	250	250
WHIZ	Zanesville, O.	250	250
KVSO	Ardmore, Okla.	250	100
KASA	Elk City, Okla.	100	100
KHBG	Okmulgee, Okla.	250	250
KWIL	Albany, Ore.	250	250
KFJI	Klamath Falls, Ore.	100	100
KWRC	Pendleton, Ore.	250	250
WKOK	Sunbury, Pa.	250	250
WBAX	Wilkes-Barre, Pa.	100	100
KWAT	Watertown, S. D.	250	250
WBIR	Knoxville, Tenn.	250	250
KGBS	Harlingen, Tex.	250	250
KOCA	Kilgore, Tex.	250	250
KMAC	San Antonio, Tex.	250	250
KXOX	Sweetwater, Tex.	250	250
KOVO	Provo, Utah	250	250
WCHV	(CP) Charlottesville, Va.	250	250
†WBHD	Petersburg, Va.	250	250
WBBL	Richmond, Va.	100	100
	(CP 1450 kc.)	*250	*250
WSLS	Roanoke, Va.	250	250
KGY	Olympia, Wash.	250	250
WOMT	Manitowoc, Wis.	100	100
WIBU	Poynette, Wis.	250	250
WJMC	Rice Lake, Wis.	250	250
KFBC	Cheyenne, Wyo.	250	250

1250 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTMS	Santa Barbara, Cal.	1,000	1,000
WDAE	Tampa, Fla.	5,000	5,000
KFKU	Lawrence, Kan.	5,000	1,000
WREN	Lawrence, Kan.	5,000	1,000
WCAE	Pittsburgh, Pa.	5,000	5,000
WTMA	Charleston, S. C.	1,000	1,000
KPAC	Port Arthur, Tex.	1,000	1,000
KWSC	Pullman, Wash.	5,000	5,000
KTW	Seattle, Wash.	1,000	1,000

1260 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KYA	San Francisco	5,000	1,000
WOL	Washington, D. C.	1,000	1,000
WFBM	Indianapolis, Ind.	5,000	5,000
KFGQ	Boone, Ia.	250	....
WNAC	Boston, Mass.	5,000	5,000
KGBX	Springfield, Mo.	5,000	5,000
KGGM	Albuquerque, N. M.	1,000	1,000

1270 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WPDQ	Jacksonville, Fla.	5,000	5,000
KTFI	Twin Falls, Idaho	1,000	1,000
WHBF	Rock Island, Ill.	5,000	5,000
WSPR	Springfield, Mass.	1,000	500
WXYZ	Detroit, Mich.	5,000	5,000
KGCU	Mandan, N. D.	250	250
KFJZ	Fort Worth, Tex.	5,000	5,000

1280 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFOX	Long Beach, Cal.	1,000	1,000
WMRO	Aurora, Ill.	250	....
WGBF	Evansville, Ind.	5,000	1,000
WDSU	New Orleans, La.	5,000	5,000
WTCN	Minneapolis, Minn.	5,000	1,000
WHBI	Newark, N. J.	2,500	1,000
WOV	New York	5,000	5,000
WKST	New Castle, Pa.	1,000	1,000
KIT	Yakima, Wash.	1,000	1,000

1290 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOA	Tucson, Ariz.	1,000	1,000
KUOA	Siloam Springs, Ark.	5,000	....
KHSL	Chico, Cal.	1,000	1,000
WTOC	Savannah, Ga.	5,000	5,000
KGVO	Missoula, Mont.	5,000	1,000
KOIL	Omaha, Neb.	5,000	5,000
WKNE	Keene, N. H.	5,000	5,000
WNBF	Binghamton, N. Y.	5,000	5,000
WHLD	Niagara Falls, N. Y.	1,000	....
WHKY	Hickory, N. C.	5,000	1,000
WHIO	Dayton, O.	5,000	5,000
KRGV	Weslaco, Tex.	1,000	1,000
WFVA	Fredericksburg, Va.	250	....
	(CP 1230 kc.)	*250	*250

1300 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOR	Colorado Springs, Colo.	1,000	1,000
KGLO	Mason City, Ia.	5,000	5,000
WFBR	Baltimore, Md.	5,000	5,000
WOOD	Grand Rapids, Mich.	5,000	5,000
WJDX	Jackson, Miss.	5,000	1,000
KOL	Seattle, Wash.	5,000	5,000

1310 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLS	Oakland, Cal.	1,000	1,000
WISH	Indianapolis, Ind.	5,000	1,000
WORC	Worcester, Mass.	1,000	1,000
KFBB	Great Falls, Mont.	5,000	5,000
WCAP	Asbury Park, N. J.	500	500
WCAM	Camden, N. J.	500	500
WTNJ	Trenton, N. J.	500	500
WDOD	Chattanooga, Tenn.	5,000	5,000
WRR	Dallas, Tex.	5,000	5,000
WIBA	Madison, Wis.	5,000	5,000

1320 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WATR	Waterbury, Conn.	1,000	1,000
WJHP	Jacksonville, Fla.	250	250
WEBC	Duluth, Minn.	5,000	5,000
WNBZ	Saranac Lake, N. Y.	100	....
WJAS	Pittsburgh, Pa.	5,000	5,000
WNEL	San Juan, P. R.	5,000	5,000
KXYZ	Houston, Tex.	5,000	5,000
KDYL	Salt Lake City, Utah	5,000	5,000

1330 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFAC	Los Angeles, Cal.	1,000	1,000
KFH	Wichita, Kan.	5,000	5,000
WLOL	Minneapolis, Minn.	1,000	1,000
WBBR	Brooklyn, N. Y.	1,000	1,000
WEVD	New York, N. Y.	5,000	5,000
WHAZ	Troy, N. Y.	1,000	1,000
WFIN	Findlay, O.	1,000	....
KALE	Portland, Ore.	5,000	5,000
WFBC	Greenville, S. C.	5,000	5,000
WHBL	Sheboygan, Wis.	1,000	250

1340 KC. LOCAL

Call Letters	City	Day Power in Watts
†WFEB	Sylacauga, Ala.	250
KWFC	Hot Springs, Ark.	250
KFRE	Fresno, Cal.	250
†KCRA	Sacramento, Cal.	250
KHUB	Watsonville, Cal.	250
KMYR	Denver, Col.	250
WNHC	New Haven, Conn.	250
WINX	Washington, D. C.	250
WLAK	Lakeland, Fla.	250
WWPG	Palm Beach, Fla.	250
WTAL	Tallahassee, Fla.	250
WGAU	Athens, Ga.	250
WGAA	Cedartown, Ga.	250
WDAK	Columbus, Ga.	250
†WMLT	Dublin, Ga.	250
WSAV	Savannah, Ga.	250
WSOY	Decatur, Ill.	250
WJPF	Herrin, Ill.	250
WCLS	Joliet, Ill.	250
WTRC	Elkhart, Ind.	250
WLBC	Muncie, Ind.	250
KROS	Clinton, Ia.	250
KCKN	Kansas City, Kan.	250
WCMI	Ashland, Ky.	250
WLBJ	Bowling Green, Ky.	250
KVOL	Lafayette, La.	250
KRMD	Shreveport, La.	250
WEIM	Fitchburg, Mass.	250
WNBH	New Bedford, Mass.	250
WBRK	Pittsfield, Mass.	250
WLAV	Grand Rapids, Mich.	250
WDMJ	Marquette, Mich.	250
WEXL	Royal Oak, Mich.	250
KVOX	Moorhead, Minn.	250
KROC	Rochester, Minn.	250
KWLM	Willmar, Minn.	250
WCBI	Columbus, Miss.	250
WJPR	Greenville, Miss.	250
WAML	Laurel, Miss.	250
KHMO	Hannibal, Mo.	250
KWOC	Poplar Bluff, Mo.	250
KGEZ	Kalispell, Mont.	100
KRJF	Miles City, Mont.	250
KGFW	Kearney, Neb.	250
WLNH	Laconia, N. H.	250
KVSF	Santa Fe, N. M.	100
WMBO	Auburn, N. Y.	250
WEBR	Buffalo, N. Y.	250
WENT	Gloversville, N. Y.	250
WALL	Middletown, N. Y.	250
WMFF	Plattsburg, N. Y.	250
WGTM	Wilson, N. C.	250
WAIR	Winston-Salem, N. C.	250
WIZE	Springfield, O.	250
WSTV	Steubenville, O.	250
KOCY	Oklahoma City, Okla.	250
KOME	Tulsa, Okla.	250
KBND	Bend, Ore.	250
KUIN	Grants Pass, Ore.	250
WFBG	Altoona, Pa.	250
WSAJ	Grove City, Pa.	100
WHAT	Philadelphia, Pa.	100
WTEL	Philadelphia, Pa.	250
WRAW	Reading, Pa.	250
WBRE	Wilkes-Barre, Pa.	250
WRHI	Rock Hill, S. C.	250
WFIG	Sumter, S. C.	250
KAND	Corsicana, Tex.	250
KFYO	Lubbock, Tex.	250
KRBA	Lufkin, Tex.	250
KPDN	Pampa, Tex.	100
KVIC	Victoria, Tex.	250
KSUB	Cedar City, Utah	250
WKEY	Covington, Va.	250
WGH	Newport News, Va.	250
KXRO	Aberdeen, Wash.	250
†KPKW	Pasco, Wash.	250
WBRW	Welch, W. Va.	250
WEMP	Milwaukee, Wis.	250
WFHR	Wisconsin Rapids, Wis.	250

1350 KC. REGIONAL

Call Letters	City	Day Power in Watts
KSRC	Santa Rosa, Cal.	1,000
KGHF	Pueblo, Col.	1,000
KID	Idaho Falls, Ida.	5,000
KRNT	Des Moines, Ia.	5,000
WSMB	New Orleans, La.	5,000
WADC	Akron, O.	5,000
WORK	York, Pa.	1,000

1360 KC. REGIONAL

Call Letters	City	Day Power in Watts
KGB	San Diego, Cal.	1,000
WDRC	Hartford, Conn.	5,000
WKAT	Miami Beach, Fla.	1,000
KSCJ	Sioux City, Ia.	5,000
WSAI	Cincinnati, O.	5,000
KRIS	Corpus Christi, Tex.	1,000
KMO	Tacoma, Wash.	5,000
WTAQ	Green Bay, Wis.	5,000

1370 KC. REGIONAL

Call Letters	City	Day Power in Watts
WCOA	Pensacola, Fla.	1,000
KDTH	Dubuque, Ia.	1,000
KGNO	Dodge City, Kan.	1,000
KGIR	Butte, Mont.	5,000
WFEA	Manchester, N. H.	5,000
WSAY	Rochester, N. Y.	1,000
WSPD	Toledo, O.	5,000
WPAB	Ponce, P. R.	1,000
KFRO	Longview, Tex.	1,000

(Continued on Page 414)

LOOKING FORWARD - - - - - - - - - - -

1931—**R. M. Wilmotte's** first development of interest to broadcasters was the directional antenna for controlling interference now used by nearly all broadcasting stations.

1945—**The Wilmotte Laboratory** plans to put into use its developments of

....a method for obtaining the efficiency of a high antenna with a short radiator

....an automatic control of the radiation pattern of each element in the vertical plane, allowing the rapid fading zone to be pushed back

....a system for automatically maintaining the currents in a directional antenna to a fraction of one degree in phase and a fraction of one per cent in amplitude ratio.

Complete engineering, planning,
designing and
supervision of installation.

RWM

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RAYMOND M. WILMOTTE, DIRECTOR

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIE

[Continued from Page 412]

1380 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WTSP	St. Petersburg, Fla.	1,000	500
KIDO	Boise, Idaho	2,500	1,000
KWK	St. Louis, Mo.	5,000	1,000
WAWZ	Zarephath, N. J.	5,000	1,000
WBNX	New York	5,000	5,000
KOTA	(CP) Rapid City, S. D.	*5,000	*5,000
KBWD	Brownwood, Tex.	1,000	500
KTSM	El Paso, Tex.	1,000	500
WSYB	Rutland, Vt.	1,000	1,000
WMBG	Richmond, Va.	5,000	5,000

1390 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGER	Long Beach, Cal.	5,000	5,000
WGES	Chicago, Ill.	5,000	5,000
WFBL	Syracuse, N. Y.	5,000	5,000
KLPM	Minot, N. D.	1,000	1,000
KCRC	Enid, Okla.	1,000	1,000
KSLM	Salem, Ore.	1,000	1,000
WCSC	Charleston, S. C.	1,000	500
WTJS	Jackson, Tenn.	1,000	1,000

1400 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WJLD	Bessemer, Ala.	250	250
WMSL	Decatur, Ala.	250	250
WAGF	Dothan, Ala.	250	250
WJHO	Opelika, Ala.	250	100
KTUC	Tucson, Ariz.	250	250
KELD	El Dorado, Ark.	250	250
KFPW	Ft. Smith, Ark.	250	250
KRE	Berkeley, Cal.	250	250
KIUP	Durango, Col.	250	250
KOKO	La Junta, Col.	250	250
WSRR	Stamford, Conn.	250	250
WMBR	Jacksonville, Fla.	250	250
WATL	Atlanta, Ga.	250	250
†WNEX	Macon, Ga.	250	250
WMGA	Moultrie, Ga.	250	250
KRLC	Lewiston, Idaho	250	250
WDWS	Champaign, Ill.	250	250
WGIL	Galesburg, Ill.	250	250
WEOA	Evansville, Ind.	250	250
WKMO	Kokomo, Ind.	250	250
KVFD	Ft. Dodge, Ia.	250	250
KTSW	Emporia, Kan.	250	250
KVGB	Great Bend, Kan.	250	250
WGRC	Louisville, Ky.	250	250
WRDO	Augusta, Me.	250	250
WCBM	Baltimore, Md.	250	250
WHYN	Holyoke, Mass.	250	250
WLLH	Lowell, Mass.	250	250
WELL	Battle Creek, Mich.	250	250
WHDF	Calumet, Mich.	250	250
WJLB	Detroit, Mich.	250	250
WSAM	Saginaw, Mich.	250	250
WTCM	Traverse City, Mich.	250	250
WMIN	St. Paul, Minn.	250	250
WHLB	Virginia, Minn.	250	250
WFOR	Hattiesburg, Miss.	250	250
KFVS	Cape Girardeau, Mo.	250	250
KFRU	Columbia, Mo.	250	250
KTTS	Springfield, Mo.	250	250
KORN	Fremont, Neb.	250	250
KENO	Las Vegas, Nev.	250	250
KGFL	Roswell, N. M.	100	100
KTNM	Tucumcari, N. M.	250	250
WABY	Albany, N. Y.	250	250
WBNY	Buffalo, N. Y.	250	250
WSLB	Ogdensburg, N. Y.	250	250
WCNC	Elizabeth City, N. C.	250	250
WGBR	Goldsboro, N. C.	250	250
WMFD	Wilmington, N. C.	250	250
WMAN	Mansfield, O.	250	250
WPAY	Portsmouth, O.	250	250
WRRN	Warren, O.	250	250
KWON	Bartlesville, Okla.	250	250
KTOK	Oklahoma City, Okla.	250	250
WEST	Easton, Pa.	250	250
†WHGB	Harrisburg, Pa.	250	250
WJAC	Johnstown, Pa.	250	250
WDAS	Philadelphia, Pa.	250	250
WARM	Scranton, Pa.	250	250
WRAK	Williamsport, Pa.	250	250
WCOS	Columbia, S. C.	250	250
WORD	Spartanburg, S. C.	250	250
KOTA	Rapid City, S. D.	250	250
	(CP 1380 kc.)	*5,000	*5,000
WDEF	Chattanooga, Tenn.	250	250
WJZM	Clarksville, Tenn.	250	250
WHUB	Cookeville, Tenn.	250	250
WKPT	Kingsport, Tenn.	250	250
WHBQ	Memphis, Tenn.	250	250
KLUF	Galveston, Tex.	250	250
KIUN	Pecos, Tex.	100	100
KVOP	Plainview, Tex.	250	250
KGKL	San Angelo, Tex.	250	250
KONO	San Antonio, Tex.	250	250
KTEM	Temple, Tex.	250	250
†KNAK	Salt Lake City, Utah	250	250
WBTM	Danville, Va.	250	250
†WSTN	Staunton, Va.	250	250
WINC	Winchester, Va.	250	250
KRKO	Everett, Wash.	250	250
KWLK	Longview, Wash.	250	250
WBLK	Clarksburg, W. Va.	250	250
WKWK	Wheeling, W. Va.	250	250
WBTH	Williamson, W. Va.	250	250
WATW	Ashland, Wis.	100	100
WRJN	Racine, Wis.	250	250
WSAU	Wausau, Wis.	250	250
KVRS	Rock Springs, Wyo.	250	250
KWYO	Sheridan, Wyo.	250	250

1410 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WALA	Mobile, Ala.	5,000	5,000
KERN	Bakersfield, Cal.	1,000	1,000
WHTD	Hartford, Conn.	5,000	5,000
WEGO	Concord, N. C.	1,000	....
WING	Dayton, O.	5,000	5,000
KQV	Pittsburgh, Pa.	1,000	1,000
WKBH	La Crosse, Wis.	1,000	1,000

1420 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WOC	Davenport, Ia.	5,000	5,000
WQBC	Vicksburg, Miss.	1,000	500
WHK	Cleveland, O.	5,000	5,000
WPRP	Ponce, P. R.	250	250
WFCI	Pawtucket, R. I.	1,000	1,000
KABR	Aberdeen, S. D.	5,000	5,000
WWSR	St. Albans, Vt.	1,000	....
KUJ	Walla Walla, Wash.	1,000	1,000

1430 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KARM	Fresno, Cal.	5,000	5,000
KWKW	Pasadena, Cal.	1,000	....
WIRE	Indianapolis, Ind.	5,000	5,000
WBYN	Brooklyn, N. Y.	1,000	500
KTUL	Tulsa, Okla.	5,000	5,000
KLO	Ogden, Utah	5,000	5,000

1440 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WSFA	Montgomery, Ala.	1,000	500
KPRO	Riverside, Cal.	1,000	1,000
WROK	Rockford, Ill.	1,000	500
WAAB	Worcester, Mass.	5,000	5,000
WBCM	Bay City, Mich.	1,000	500
KFJM	Grand Forks, N. D.	1,000	500
KILO	Grand Forks, N. D.	1,000	500
KMED	Medford, Ore.	1,000	1,000
KGNC	Amarillo, Tex.	5,000	1,000
WHIS	Bluefield, W. Va.	1,000	500

1450 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHMA	Anniston, Ala.	250	250
WLAY	Muscle Shoals City, Ala.	250	250
KGLU	Safford, Ariz.	250	250
KMYC	Marysville, Cal.	250	250
KFMB	San Diego, Cal.	250	250
KSAN	San Francisco	250	250
KGIW	Alamosa, Col.	250	250
WNAB	Bridgeport, Conn.	250	250
WILM	Wilmington, Del.	250	250
WWDC	Washington, D. C.	250	250
WMFJ	Daytona Beach, Fla.	250	250
WSPB	Sarasota, Fla.	250	250
WGPC	Albany, Ga.	250	250
WKEU	Griffin, Ga.	250	250
WRLC	Toccoa, Ga.	250	250
WGOV	Valdosta, Ga.	250	250
KWAL	Wallace, Ida.	250	250
WHFC	Cicero, Ill.	250	250
WCBS	Springfield, Ill.	250	250
WGL	Ft. Wayne, Ind.	250	250
WASK	Lafayette, Ind.	250	250
WAOV	Vincennes, Ind.	250	250
KTRI	Sioux City, Ia.	250	250
KVAK	Atchison, Kan.	250	250
KWBW	Hutchinson, Kan.	250	250
WLAP	Lexington, Ky.	250	250
WPAD	Paducah, Ky.	250	250
KNOE	Monroe, La.	250	250
WNOE	New Orleans, La.	250	250
WAGM	Presque Isle, Me.	100	100
WTBO	Cumberland, Md.	250	250
WMAS	Springfield, Mass.	250	250

1450 KC. LOCAL—(Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WJMS	Ironwood, Mich.	250	250
WIBM	Jackson, Mich.	250	250
WKLA	Ludington, Mich.	250	250
WHLS	Port Huron, Mich.	250	250
KATE	Albert Lea, Minn.	250	250
KFAM	St. Cloud, Minn.	250	250
WROX	Clarksdale, Miss.	250	250
WSLI	Jackson, Miss.	250	250
WMBH	Joplin, Mo.	250	250
KRBM	Bozeman, Mont.	250	250
WFPG	Atlantic City, N. J.	250	250
WHDL	Allegany, N. Y.	250	250
WKIP	Poughkeepsie, N. Y.	250	250
WFNC	Fayetteville, N. C.	250	250
WGNC	Gastonia, N. C.	250	250
WHIT	New Bern, N. C.	250	250
WEED	Rocky Mount, N. C.	250	250
WMOH	Hamilton, O.	250	250
WFMJ	Youngstown, O.	250	250
KGFF	Shawnee, Okla.	250	250
KORE	Eugene, Ore.	250	250
†KFLW	Klamath Falls, Ore.	250	250
KLBM	La Grande, Ore.	250	250
KBPS	Portland, Ore.	100	100
WLEU	Erie, Pa.	250	250
WAZL	Hazleton, Pa.	250	250
WJPA	Washington, Pa.	250	250
WCRS	Greenwood, S. C.	250	250
KRBC	Abilene, Tex.	250	250
KRIC	Beaumont, Tex.	250	250
KDNT	Denton, Tex.	100	100
KNET	Palestine, Tex.	100	100
KABC	San Antonio, Tex.	250	250
	(CP 680 kc.)	*50,000	*10,000
WACO	Waco, Tex.	250	250
KEUB	Price, Utah	250	250
WCHV	Charlottesville, Va.	250	250
	(CP 1240 kc.)		
WMVA	Martinsville, Va.	250	250
WBBL	(CP) Richmond, Va.	*250	*250
†.......	Richmond, Va.	250	250
WLPM	Suffolk, Va.	250	250
†KONP	Port Angeles, Wash.	250	250
WPAR	Parkersburg, W. Va.	250	250
KFIZ	Fond du Lac, Wis.	250	250

1460 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KINY	Juneau, Alaska	5,000	5,000
KSO	Des Moines, Ia.	5,000	5,000
WOKO	Albany, N. Y.	1,000	500
WHEC	Rochester, N. Y.	1,000	500
WBNS	Columbus, O.	5,000	1,000
WHP	Harrisburg, Pa.	5,000	1,000
WMPS	Memphis, Tenn.	1,000	500
KTYW	Yakima, Wash.	500	500

1470 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WMBD	Peoria, Ill.	5,000	1,000
WBIG	Greensboro, N. C.	5,000	5,000
WSAN	Allentown, Pa.	500	500
KELA	Centralia, Wash.	1,000	1,000
KDFN	Casper, Wyo.	1,000	1,000

1480 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KIEM	Eureka, Cal.	1,000	1,000
WRDW	Augusta, Ga.	5,000	5,000
KTBS	Shreveport, La.	1,000	1,000
WSAR	Fall River, Mass.	1,000	1,000
KCMO	Kansas City, Mo.	5,000	5,000
KGCX	Sidney, Mont.	1,000	1,000
WHOM	Jersey City, N. J.	1,000	500
WHBC	Canton, O.	1,000	1,000

1490 KC. LOCAL

Call Letters	City	Day Power in Watts
WHBB	Selma, Ala.	100
KYCA	Prescott, Ariz.	250
KFFA	Helena, Ark.	250
KOTN	Pine Bluff, Ark.	250
KYOS	Merced, Cal.	250
†KXOA	Sacramento, Cal.	250
KVOE	Santa Ana, Cal.	250
KDB	Santa Barbara, Cal.	250
WNLC	New London, Conn.	250
WTMC	Ocala, Fla.	250
WMOG	Brunswick, Ga.	250
WMJM	Cordele, Ga.	250
WRGA	Rome, Ga.	250
WRLD	West Point, Ga.	250
KTOH	Lihue, Hawaii	250
WKRO	Cairo, Ill.	250
WDAN	Danville, Ill.	250
WTMV	East St. Louis, Ill.	250
WKBV	Richmond, Ind.	250
WHOT	South Bend, Ind.	250
KBUR	Burlington, Ia.	250
WKBB	Dubuque, Ia.	250
WOMI	Owensboro, Ky.	250
KPLC	Lake Charles, La.	250
WJBK	Detroit, Mich.	250
WDBC	Escanaba, Mich.	250
WKBZ	Muskegon, Mich.	250
†WJXN	Jackson, Miss.	250
WMIS	Natchez, Miss.	250
	(CP 1240 kc.)	
WELO	Tupelo, Miss.	250
KDRO	Sedalia, Mo.	250
KBON	Omaha, Neb.	250
KGKY	Scottsbluff, Neb.	250
WBAB	Atlantic City, N. J.	250
KWEW	Hobbs, N. M.	100
WBTA	Batavia, N. Y.	250
WKNY	Kingston, N. Y.	250
WOLF	Syracuse, N. Y.	250
WDNC	Durham, N. C.	250
WGTC	Greenville, N. C.	250
WSTP	Salisbury, N. C.	250
KOVC	Valley City, N. D.	250
WMRN	Marion, O.	250
KBIX	Muskogee, Okla.	250
KBKR	Baker, Ore.	250
KRNR	Roseburg, Ore.	250
WERC	Erie, Pa.	250
WGAL	Lancaster, Pa.	250
WMRF	Lewiston, Pa.	250
WWSW	Pittsburgh, Pa.	250
†WKIX	Columbia, S. C.	250
WMRC	Greenville, S. C.	250
WOPI	Bristol, Tenn.	250
KNOW	Austin, Tex.	250
KBST	Big Spring, Tex.	100
KNEL	Brady, Tex.	250
KEEW	Brownsville, Tex.	250
KEYS	Corpus Christi, Tex.	250
KSAM	Huntsville, Tex.	250
KPAB	Laredo, Tex.	250
KPLT	Paris, Tex.	250
KGKB	Tyler, Tex.	250
KVWC	Vernon, Tex.	250
WSAP	Portsmouth, Va.	250
KTBI	Tacoma, Wash.	250
WGKV	Charleston, W. Va.	100
WIGM	Medford, Wis.	250
WOSH	Oshkosh, Wis.	250

1500 KC. CLEAR

Call Letters	City	Day Power in Watts
WTOP	Washington, D. C.	50,000
KSTP	St. Paul, Minn.	50,000

1510 KC. CLEAR

Call Letters	City	Day Power in Watts
WMEX	Boston, Mass.	5,000
WLAC	Nashville, Tenn.	50,000
KGA	Spokane, Wash.	10,000

1520 KC. CLEAR

Call Letters	City	Day Power in Watts
WKBW	Buffalo, N. Y.	50,000
KOMA	Oklahoma City, Okla.	5,000

1530 KC. CLEAR

Call Letters	City	Day Power in Watts
KFBK	Sacramento, Cal.	10,000
WCKY	Cincinnati, O.	50,000

1540 KC. CLEAR

Call Letters	City	Day Power in Watts
KXEL	Waterloo, Ia.	50,000

1550 KC. CLEAR

1560 KC. CLEAR

Call Letters	City	Day Power in Watts
KPMC	Bakersfield, Cal.	1,000
WQXR	New York	10,000

1570 KC. CLEAR

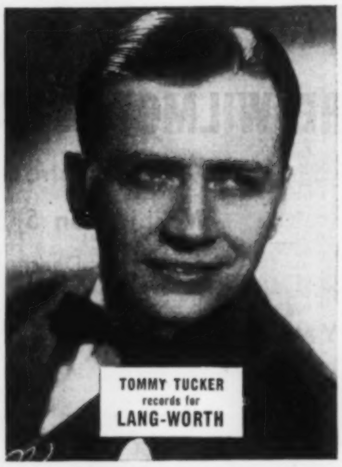
1580 KC. CLEAR

1590 KC. REGIONAL

Call Letters	City	Day Power in Watts
WBRY	Waterbury, Conn.	1,000
WALB	Albany, Ga.	1,000
WAKR	Akron, O.	5,000

1600 KC. REGIONAL

Call Letters	City	Day Power in Watts
WWRL	Woodside. N. Y.	250



SAMMY KAYE
records for
LANG-WORTH

Lang-Worth, Inc. 113 W. 57th St., N. Y. C.

THE WORLD'S NEWS
WKBN

TRUSCON STANDARDIZED SELF-SUPPORTING TOWERS

offer many advantages to the Radio Industry!

Truscon has built many of the tallest self-supporting radio towers in the industry. Typical of Truscon achievements in tower design is this self-supporting type erected for Radio Station WKBN, Youngstown, Ohio.

Radio tower construction is restricted for the duration. But Truscon continues its engineering developments, and when our war time obligations are fulfilled we will again be ready to furnish towers to meet the new demands of the radio industry.

Installation and Construction Features:

Ideal where limited ground areas and conditions prohibit the use of guy wires.

Most economical. Standardization of sections and production efficiencies make this tower exceptionally low in cost.

Adaptable to the support of FM antennae.

Standardized self-supporting towers are available in heights up to 576 feet.

Towers of greater heights may be obtained when necessary.

Triangular design of these towers provides an extremely rigid structure. Round members used in construction offer minimum resistance to wind pressure.

TRUSCON STEEL COMPANY, **Youngstown 1, Ohio**
Subsidiary of Republic Steel Corporation

ARMY E NAVY

TRUSCON TOWERS

Self-Supporting and Uniform Cross Section Guyed

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

Licensed or Authorized by the Canadian Department of Transport as of January 1, 1945

** Construction permit for new station. N—Night power. D—Day power. DA—Directional antenna.*

Call Letters	Location	Power in Watts
	540 KILOCYCLES	
CBK	Watrous, Sask.	50,000
	550 KILOCYCLES	
CFNB	Fredericton, N. B.	5,000
	560 KILOCYCLES	
CJKL	Kirkland Lake, Ont.	5,000
	580 KILOCYCLES	
CJFX	Antigonish, N.S. (DA)	5,000
CKUA	Edmonton, Alta.	1,000
CKPR	Fort William, Ont.	5,000
CKEY	Toronto, Ont. (DA)	5,000
	600 KILOCYCLES	
CJOR	Vancouver, B. C.	5,000
CFQC	Saskatoon, Sask.	5,000
CFCF	Montreal, Que.	500
CFCH	North Bay, Ont.	5,000
	610 KILOCYCLES	
CJAT	Trail, B. C.	5,000
CHNC	New Carlisle, Que.	5,000
	620 KILOCYCLES	
CKCK	Regina, Sask.	5,000
	630 KILOCYCLES	
CFCY	Charlottetown, P.E.I.	5,000
CFCO	Chatham, Ont.	100
CKOV	Kelowna, B. C.	5,000
CKRC	Winnipeg, Man.	5,000
	690 KILOCYCLES	
CBF	Montreal, Que.	50,000
	730 KILOCYCLES	
CKAC	Montreal, Que.	5,000
	740 KILOCYCLES	
CBL	Toronto, Ont.	50,000
	790 KILOCYCLES	
CKSO	Sudbury, Ont.	1,000
	800 KILOCYCLES	
CHAB	Moose Jaw, Sask.	5,000
CKLW	Windsor, Ont.	5,000
CHRC	Quebec, Que. (DA)	5,000
	860 KILOCYCLES	
CFRB	Toronto, Ont.	10,000
	900 KILOCYCLES	
CJBR	Rimouski, Que.	5,000
CHML	Hamilton, Ont. (DA)	5 000
CKBI	Prince Albert, Sask.	5,000
	910 KILOCYCLES	
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
	920 KILOCYCLES	
CKNX	Wingham, Ont. (DA)	1,000
	930 KILOCYCLES	
CJCA	Edmonton, Alta.	5,000
	940 KILOCYCLES	
CBM	Montreal, Que.	5,000
	950 KILOCYCLES	
CKNB	Campbellton, N.B. (DA)	5,000
	960 KILOCYCLES	
CFAC	Calgary, Alta.	5,000
CHNS	Halifax, N. S.	1,000
CKWS	Kingston, Ont. (DA)	5,000
	980 KILOCYCLES	
CKRM	Regina, Sask.	5,000
CBV	Quebec, Que.	1,000
CKWX	Vancouver, B. C.	5,000
	990 KILOCYCLES	
CKY	Winnipeg, Man.	15,000
	1010 KILOCYCLES	
CFCN	Calgary, Alta.	10,000
CJBC	Toronto, Ont. (DA)	5,000
	1050 KILOCYCLES	
CHUM	Toronto, Ont.	1,000
	1060 KILOCYCLES	
CJOC	Lethbridge, Alta.	5,000
	1070 KILOCYCLES	
CBA	Sackville, N. B.	50,000
	1130 KILOCYCLES	
CBR	Vancouver, B. C.	5,000
	1150 KILOCYCLES	
CKX	Brandon, Man.	1,000
CKOC	Hamilton, Ont.	5,000
CHSJ	St. John, N. B.	5,000
	1220 KILOCYCLES	
CJRL	Kenora, Ont.	1,000
	1230 KILOCYCLES	
CFAR	Flin Flon, Man.	250
CFPA	Port Arthur, Ont.	250
CJCJ	Calgary, Alta.	100
CHGB	Ste. Anne de la Pocatiere, Que.	250
CKNW	New Westminster, B.C.	250
CKSF	Cornwall, Ont.	250
CKVD	Val d'Or, Que.	100
	1240 KILOCYCLES	
CBH	Halifax, N. S.	100
CKLN	Nelson, B. C.	250
CFPR	Prince Rupert, B. C.	50
CJCS	Stratford, Ont.	50
CJEM	Edmundston, N. B.	250
CKCH	Hull, Que.	250
CHLT	Sherbrooke, Que.	250
CKPA	Port Alberni, B. C.	250
	1260 KILOCYCLES	
CFRN	Edmonton, Alta.	5,000
	1270 KILOCYCLES	
CJCB	Sydney, N. S.	5,000
	1310 KILOCYCLES	
CKCO	Ottawa, Ont. (DA)	1,000
	1320 KILOCYCLES	
CJCH	Halifax, N. S.	1,000
	1340 KILOCYCLES	
CHAD	Amos, Que.	250
CKCV	Quebec, Que.	100
CJLS	Yarmouth, N. S.	100
CHWK	Chilliwack, B. C.	100
CHOV	Pembroke, Ont.	250
CKFI	Fort Frances, Ont.	250
	1350 KILOCYCLES	
CFGP	Grande Prairie, Alta.	1,000
	1380 KILOCYCLES	
CKPC	Brantford, Ont.	100
	1400 KILOCYCLES	
CKRN	Rouyn, Que.	250
CKCW	Moncton, N. B.	5,000
CFOS	Owen Sound, Ont.	250
CJSO	Sorel, Que.	100
	1410 KILOCYCLES	
CKMO	Vancouver, B. C.	
	1430 KILOCYCLES	
CHEX	Peterborough, Ont.	
	1450 KILOCYCLES	
CFBR	Brockville, Ont.	
CHLN	Three Rivers, Que.	
CHPS	Parry Sound, Ont.	
CFAB	Windsor, N. S.	
	1460 KILOCYCLES	
CJGX	Yorkton, Sask.	
	1470 KILOCYCLES	
CKGB	Timmins, Ont.	
	1480 KILOCYCLES	
CJVI	Victoria, B. C.	
CHGS	Summerside, P. E. I.	
	1490 KILOCYCLES	
*CJMH	Medicine Hat, Alta.	
CKCR	Kitchener, Ont. (Provided a suitable frequency can be found)	
CFRC	Kingston, Ont.	
CHLP	Montreal, Que.	
CJIC	Sault Ste. Marie, Ont.	
	1550 KILOCYCLES	
CKTB	St. Catherines, Ont.	
	1570 KILOCYCLES	
CFPL	London, Ont. (DA)	
	1580 KILOCYCLES	
CBJ	Chicoutimi, Que.	

DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTER

CBA	Sackville, N. B.
CBF	Montreal, Que.
CBH	Halifax, N. S.
CBJ	Chicoutimi, Que.
CBK	Watrous, Sask.
CBL	Toronto, Ont.
CBM	Montreal, Que.
CBO	Ottawa, Ont.
CBR	Vancouver, B. C.
CBV	Quebec, Que.
CFAB	Windsor, N. S.
CFAC	Calgary, Alta.
CFAR	Flin Flon, Man.
CFBR	Brockville, Ont.
CFCF	Montreal, Que.
CFCH	North Bay, Ont.
CFCN	Calgary, Alta.
CFCO	Chatham, Ont.
CFCY	Charlottetown, P.E.I.
CFGP	Grande Prairie, Alta.
CFJC	Kamloops, B. C.
CFNB	Fredericton, N. B.
CFOS	Owen Sound, Ont.
CFPA	Port Arthur, Ont.
CFPL	London, Ont.
CFPR	Prince Rupert, B. C.
CFQC	Saskatoon, Sask.
CFRB	Toronto, Ont.
CFRC	Kingston, Ont.
CFRN	Edmonton, Alta.
CHAB	Moose Jaw, Sask.
CHAD	Amos, Que.
CHEX	Peterborough, Ont.
CHGB	St. Anne de la Pocatiere, Que.
CHGS	Summerside, P.E.I.
CHLN	Three Rivers, Que.
CHLP	Montreal, Que.
CHLT	Sherbrooke, Que.
CHML	Hamilton, Ont.
CHNC	New Carlisle, Que.
CHNS	Halifax, N. S.
CHOV	Pembroke, Ont.
CHPS	Parry Sound, Ont.
CHRC	Quebec, Que.
CHSJ	St. John, N. B.
CHUM	Toronto, Ont.
CHWK	Chilliwack, B. C.
CJAT	Trail, B. C.
CJBC	Toronto, Ont.
CJBR	Rimouski, Que.
CJCA	Edmonton, Alta.
CJCB	Sydney, N. S.
CJCH	Halifax, N. S
CJCJ	Calgary, Alta.
CJCS	Stratford, Ont.
CJEM	Edmundston, N. B.
CJFX	Antigonish, N. S.
CJGX	Yorkton, Sask.
CJIC	Sault Ste. Marie, Ont.
CJKL	Kirkland Lake, Ont.
CJLS	Yarmouth, N. S.
*CJMH	Medicine Hat, Alta.
CJOC	Lethbridge, Alta.
CJOR	Vancouver, B. C.
CJRL	Kenora, Ont.
CJSO	Sorel, Que.
CJVI	Victoria, B. C.
CKAC	Montreal, Que.
CKBI	Prince Albert, Sask.
CKCH	Hull, Que.
CKCK	Regina, Sask.
CKCO	Ottawa, Ont.
CKCR	Kitchener, Ont.
CKCV	Quebec, Que.
CKCW	Moncton, N. B.
CKEY	Toronto, Ont.
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CKMO	Vancouver, B. C.
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CKNW	New Westminster, B.C.
CKNX	Wingham, Ont.
CKOC	Hamilton, Ont.
CKOV	Kelowna, B. C.
CKPA	Port Alberni, B. C.
CKPC	Brantford, Ont.
CKPR	Fort William, Ont.
CKRC	Winnipeg, Man.
CKRM	Regina, Sask.
CKRN	Rouyn, Que.
CKSF	Cornwall, Ont.
CKSO	Sudbury, Ont.
CKTB	St. Catharines, Ont.
CKUA	Edmonton, Alta.
CKVD	Val d'Or, Que.
CKWS	Kingston, Ont.
CKWX	Vancouver, B. C
CKX	Brandon,
CKY	Winnipeg,
	SHORTWAVE
CBFW	Montreal,
CBFX	Montreal,
CBFY	Montreal,
CBFZ	Montreal,
CBRX	Vancouver,
CFCX	Montreal,
CJCX	Sydney,
CFRX	Toronto,
CFVP	Calgary,
CHNX	Halifax,
CKFX	Vancouver,
CKRO	Winnipeg,
CKRX	Winnipeg,
VE9AI	Edmonton,

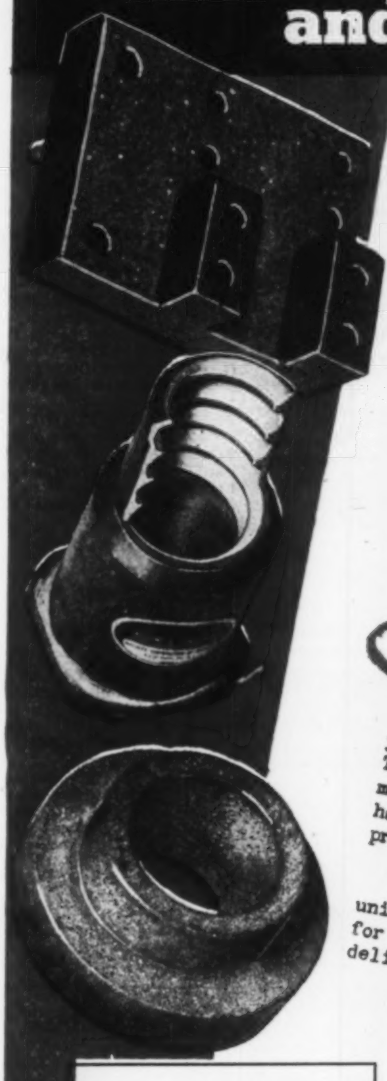
Paul F. Godley

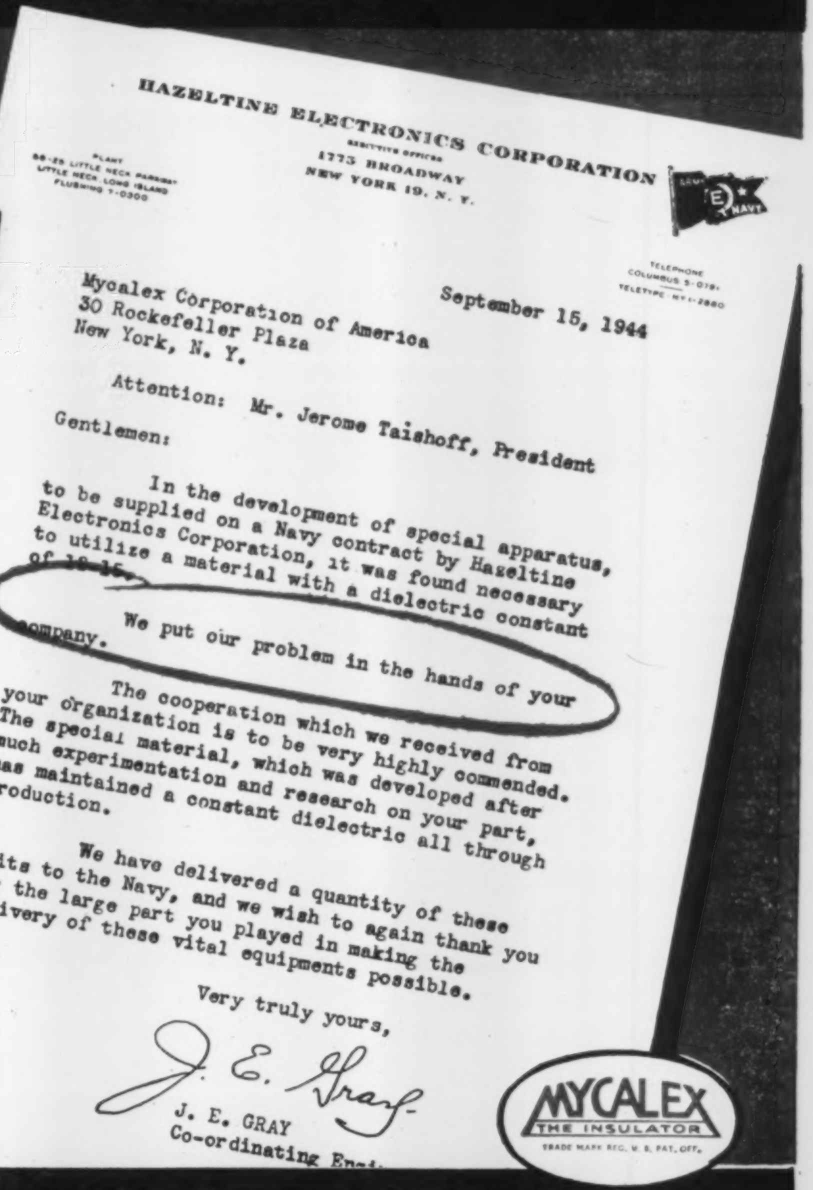
Consulting Radio Engineer

Phone:

Montclair (N. J.) 2-7859

. . . How MYCALEX Solved a Tough Insulating Problem for HAZELTINE ELECTRONICS and the NAVY . . .





HAZELTINE ELECTRONICS CORPORATION

PLANT
58-25 LITTLE NECK PARKWAY
LITTLE NECK, LONG ISLAND
FLUSHING 7-0300

EXECUTIVE OFFICES
1773 BROADWAY
NEW YORK 19, N. Y.

TELEPHONE
COLUMBUS 5-0791
TELETYPE NY 1-2880

September 15, 1944

Mycalex Corporation of America
30 Rockefeller Plaza
New York, N. Y.

Attention: Mr. Jerome Taishoff, President

Gentlemen:

In the development of special apparatus, to be supplied on a Navy contract by Hazeltine Electronics Corporation, it was found necessary to utilize a material with a dielectric constant of 10-15.

We put our problem in the hands of your company.

The cooperation which we received from your organization is to be very highly commended. The special material, which was developed after much experimentation and research on your part, has maintained a constant dielectric all through production.

We have delivered a quantity of these units to the Navy, and we wish to again thank you for the large part you played in making the delivery of these vital equipments possible.

Very truly yours,

J. E. Gray

J. E. GRAY
Co-ordinating Eng

The products of Mycalex Corporation of America are: (a) MYCALEX 400 — the most highly perfected form of MYCALEX insulation, approved by Army and Navy as Grade L-4. In sheets, rods and fabricated form. (b) MYCALEX K, an advanced capacitor dielectric with dielectric constant of 10 to 15. (c) Molded MYCALEX, available to specifications in irregular shapes. Write for details.

MYCALEX
THE INSULATOR
TRADE MARK REG. U. S. PAT. OFF.

MYCALEX CORPORATION OF AMERICA

"OWNERS OF 'MYCALEX' PATENTS"

CLIFTON, NEW JERSEY

Executive Offices: **30 ROCKEFELLER PLAZA**
NEW YORK 20, N. Y.

Television Stations Authorized by the FCC

(As of January 1, 1945 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

Chanel No.		Channel No.		Channel No.	
1	50,000–56,000 kc.	3	66,000–72,000 kc.	6	96,000–102,000 kc.
2	60,000–66,000 kc.	4	78,000–84,000 kc.	7	102,000–108,000 kc.
		5	84,000–90,000 kc.		

GROUP B

Channel No.		Channel No.		Channel No.	
8	162,000–168,000 kc.	12	210,000–216,000 kc.	15	258,000–264,000 kc.
9	180,000–186,000 kc.	13	230,000–236,000 kc.	16	264,000–270,000 kc.
10	186,000–192,000 kc.	14	236,000–242,000 kc.	17	282,000–288,000 kc.
11	204,000–210,000 kc.			18	288,000–294,000 kc.

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000–401,000 kc.

COMMERCIAL

Licensee and Location	Call Letters	Channel No.	Effective Signal Radiated
Balaban & Katz Corp., Chicago, Ill.	WBKB	2	550
Columbia Broadcasting System Inc., New York City	WCBW	2	1,000
Don Lee Broadcasting System, Hollywood, Cal.	†KTSL	1	5,600
Allen B. DuMont Laboratories, Inc., New York City	WABD	4	.....
General Electric Co., Schenectady, N. Y.	WRGB	3	3,100
The Journal Co., Milwaukee, Wis.	†WMJT	3	1,200
National Broadcasting Co. Inc. New York City	WNBT	1	1,800
Philco Radio & Television Corp., Philadelphia, Pa.	WPTZ	3	500
Zenith Radio Corp., Chicago, Ill.	†WTZR	1	1,270

† Under construction.

EXPERIMENTAL

Licensee and Location	Call Letters	Channel No.	Power in Watts Visual	Aural
Balaban & Katz Corp., Chicago, Ill.	W9XBK	2	4,000	2,000
Balaban & Katz Corp., Chicago, Ill.	W9XPR	Group C	10	.....
Columbia Broadcasting System, Inc. New York, N. Y.	†W2XCS	Group C	1,000	1,000
The Crosley Corp., Cincinnati, Ohio	†W8XCT	1	1,000	1,000
Allen B. DuMont Laboratories, Inc., Passaic, N. J.	W2XVT	4	50	50
Allen B. DuMont Laboratories, Inc., New York, N. Y.	W2XWV	4	1,000	1,000
Allen B. DuMont Laboratories, Inc., Washington, D. C.	†W3XWT	1	1,000	1,000
Farnsworth Television & Radio Corp., Ft. Wayne, Ind.	†W9XFT	To be assigned	4,000	6,000
Intermountain Broadcasting Corp., Salt Lake City, Utah	†W6XIS	To be assigned	400	200
Don Lee Broadcasting System, Los Angeles, Cal.	W6XAO	1	1,000	150
Metropolitan Television, Inc., New York, N. Y.	†W2XMT	8	50	50
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	3	10,000	11,000
Purdue University, West Lafayette, Ind.	†W9XG	3	750	750
Radio Corporation of America Camden, N. J.	W3XEP	5	30,000	30,000
State University of Iowa, Iowa City, Iowa	W9XUI	1 & 12	100	.....
Wm. B. Still, tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y.	†W2XJT	13	400	100
Television Productions, Inc., Los Angeles, Cal.	W6XYZ	4	4,000	1,000
Gus Zaharis, South Charleston, W. Va.	†W8XGZ	1	200	110
Zenith Radio Corp., Chicago, Ill.	†W9XZC	To be assigned	1,000	1,000
Zenith Radio Corp., Chicago, Ill.	W9XZV	1	1,000	1,000

† Under construction.

TELEVISION SERVICES

AMERICAN TELEVISION SOCIETY—2 W. 45th St., New York 19. Telephone: Whitehall 4-4497. Officers: Dan Halpin, president; Raymond Nelson, vice-president; Don McClure, treasurer; Alice Pentlarge, secretary.

CINE-TELEVISION STUDIOS—100 E. 42nd St., New York 17. Telephone: Murray Hill 5-2874. Fred H. Fidler, managing partner. (Television films.)

COLUMBIA BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York 22. Telephone: Wickersham 2-2000. Television executives: Gilbert Seldes, director of television programs; Dr. Peter C. Goldmark, director, engineering research and development dept.; Worthington Miner, manager of television dept.

DON LEE BROADCASTING SYSTEM—3800 Mount Lee Drive, Hollywood 28, Cal. Telephone: Hollywood 8255. Harry R. Lubcke, director of television; W6XAO (experimental station and research).

ALLEN B. DU MONT LABORATORIES, Inc.—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. Officials: Allen B. Du Mont, president; Leonard F. Cramer, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary; Paul Ware, general production manager; Bruce T. Du Mont, general supt.; Thomas T. Goldsmith Jr., director of research; P. S. Christaldi, chief engineer. (Manufacturers of electronic and television apparatus.)

FARNSWORTH TELEVISION & RADIO Corp.—3700 E. Pontiac St., Fort Wayne 1, Ind. Telephone: Anthony 5301. E. A. Nicholas, president; B. Ray Cummings, vice-president in charge of engineering; J. P. Rogers, vice-president and treasurer; E. H. Vogel, vice-president in charge of sales.

GENERAL ELECTRIC Co. (radio, television & electronics department)—1 River Road, Schenectady, N. Y. Telephone: 4-2211. Dr. W. R. G. Baker, vice-president.

GENERAL TELEVISION CORP.—70 Brookline Ave., Boston. Telephone: Commonwealth 6410. Thompson L. Guernsey, president. (Television studio production facilities).

MIDLAND RADIO AND TELEVISION SCHOOLS Inc.—Power & Light Bldg., Kansas City 6, Telephone: Harrison 5852. Officials: G. L. Taylor, president; C. L. Foster, vice-president; Arthur B. Church, KMB treasurer; D. G. Warrick, secreta (Radio and television techni school.)

NATIONAL BROADCASTING C —RCA Bldg., New York 20. Te phone: Circle 7-8300. Officials Assig to Television: John F. Royal, vi president in charge of Television; B. Hanson, vice-president and ch engineer.

PHILCO RADIO & TELEVISIO Corp.—Tioga & C Streets, Philad phia 34, Pa. Telephone: Nebras 5100. Chief Television Engineer, F. Bingley; Program Director, Pa Knight. (Experimental Statio W3XE; commercial station WPTZ

RADIO & TELEVISION SERVIC CO. (Ray-Tele)—604 Fifth Ave., Ne York. Allen Kaye-Martin, propriet (Radio and Television production ser ice).

RADIO CORP OF AMERICA (RC Victor Division) — Front & Coope Sts., Camden, N. J. Telephone: Ca den 8000. Receiving and transmitti television equipment.

TELEVISION ASSOCIATES, Inc- 190 N. State St., Chicago. Telepho Franklin 5025.

TELEVISION ENTERPRISES In —9130 Sunset Blvd., Hollywood Cal. Telephone: Crestview 6-62 John W. Swallow, president; Lou E. Wolf, office manager. (Anima commercial films for television).

TELEVISION PRODUCTIONS In —5451 Marathon St., Hollywood Telephone: Hollywood 2411. Office Paul Raibourn, president; Y. Fra Freeman, vice-president; Berna Goodwin, vice-president; Klaus Lan berg, director of television and stati manager.

UNITED ARTIST BUREAU—11 Sixth Ave., Des Moines 14. Telepho 4-5553. R. B. Eaton, manager. (E perimental television.)

UNITED STATES TELEVISIO MFG. Corp.—106 Seventh Ave., Ne York. Telephone: Chelsea 2-3966. O ficials: John Hoge, president. (Te vision receiver and electronic ra apparatus manufacture.)

ZENITH RADIO Corp.—6001 Di ens Ave., Chicago 39. Telepho Berkshire 7500. Officials: E. F. M Donald Jr., president; Hugh Robe son, executive vice-president; G. Gustafson, vice-president in cha engineering; Henry C. Bonfig, vi president in charge of Household ra sales division; J. J. Nance, vice-pre dent and director of sales.

Non-Commercial Educational FM Broadcast Station

(Authorized Under FCC Rules 4.131-4.137)
† Under Construction.

Call Letters	Licensee and Location	Frequency in Kc.	Powe Wat
KALW	Board of Education of the San Francisco Unified District, San Francisco, Cal.	42,100	1,00
†KSUI	The State University of Iowa, Iowa City, Iowa	42,700	1,00
†KUSC	University of Southern California, Los Angeles, Cal.	42,900	1,00
†WATX	The Regents of University of Michigan, Ann Arbor, Mich.	42,100	50,00
WBEZ	Board of Education, City of Chicago, Chicago, Ill.	42,500	1,00
†WBKY	University of Kentucky, Beattyville, Ky.	42,900	50
WBOE	Cleveland City Board of Education, Cleveland, O.	42,500	1,00
†WCAH	Board of Education, City of Buffalo, Buffalo, N. Y.	42,900	1,00
WIUC	University of Illinois, Urbana, Ill.	42,900	25
WNYE	Board of Education, City of New York, Brooklyn, N. Y.	42,100	1,00

TELEVISION

Quiz

FOR PROSPECTIVE STATION OWNERS

1. What firm's pioneering development of the Cathode-ray Tube (the heart of a television set) gave television its first *clear* pictures... and made television commercially possible?

2. What manufacturer's national advertising—for more than a year—has been devoted to answering the public's eager questions about television?

3. What company designed and built 3 of the 9 television stations on the air today (more than any other company)?

4. What firm's extensive experience in television station design, construction and operation has set a pattern for profitable management of an average-size station?

5. What manufacturer's experimental station telecasting equipment provided a week-in-week-out demonstration of low operating cost and rugged dependability since the summer of 1940?

6. What firm's strong patent position assures clients of exclusive and important features not matched by other companies' television station equipment?

7. What company's experimental television station was the first to offer the use of its facilities during wartime to advertisers and advertising agencies to develop commercial techniques... and to provide experienced directors, writers and talent for television's inevitably-swift postwar expansion?

8. What manufacturer has provided a plan to instruct operating executives and technical crews, which will insure the efficient commercial operation of your postwar station?

9. What firm's telecasting equipment is rated "tops" in signal transmitting efficiency and effectiveness... and in installation and operating economies?

A. *The one-word answer to all these questions is:* **DUMONT**

A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation... and suggests plans for expediting postwar delivery of equipment and training of personnel.

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DUMONT *Precision Electronics and Television*

ALLEN B. DUMONT LABORATORIES, INC., OFFICES AND PLANT, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS IN U. S

(Corrected to January 1, 1945)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses Except Where Call Letters Are Identical

CALIFORNIA

KHJ-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.

KTLO, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

WDRC-FM, HARTFORD—Licensed to WDRC, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

WTIC-FM, HARTFORD — Licensed to The Travelers Broadcasting Service Corp. Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Paul W. Morency, general manager; Leonard J. Patricelli, program manager.

ILLINOIS

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc.

WDLM, CHICAGO — Licensed to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Personnel: Henry C. Crowell, manager; Wendell P. Loveless, director; Robert Parsons, ass't. director; A. P. Frye, chief engineer.

WEHS, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Personnel: Richard W. Hoffman, president; George M. Ives, chief engineer.

WGNB, CHICAGO — Licensed to WGN Inc. (WGN). Frequency: 45.9 mc. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

WWZR, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president; Edgar Herrmann, manager.

INDIANA

WMLL, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; Erwin Schoeny, chief engineer.

WOWO-FM, FORT WAYNE—Licensed to Westinghouse Radio Stations Inc. Frequency: 44.9 mc. Personnel: J. B. Conley, manager; Eldon Campbell, program manager; Bruce Ratts, chief engineer.

WABW, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

WSBF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D. Schurz, director; R. H. Swintz, commercial manager; H. C. Cole, chief engineer.

LOUISIANA

WBRL, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 8,100 sq. mi. Personnel: J. Roy Dabadie, director.

MASSACHUSETTS

WBZ-FM, BOSTON — Licensed to Westinghouse Radio Stations Inc. Frequency: 46.7 mc. Personnel: C. S. Young, manager.

WGTR, BOSTON—Licensed to The Yankee Network Inc. Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WBZA-FM, SPRINGFIELD — Licensed to Westinghouse Radio Stations Inc. Frequency: 48.1 mc. Personnel: C. S. Young, manager.

WTAG-FM, WORCESTER—Licensed to Worcester Telegram Publishing Co. Inc. Frequency: 46.1 mc.

MICHIGAN

WENA, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

WLOU, DETROIT—Licensed to John Lord Booth (WJLB). Frequency: 44.9 mc. Personnel: John L. Booth, director; Hugh M. Gray, manager; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

KMBC-FM, KANSAS CITY — Licensed to Midland Broadcasting Co. Frequency: 46.5 mc. Personnel: Arthur B. Church, president.

KOZY, KANSAS CITY—Licensed to Commercial Radio Equipment Co. Frequency: 44.9 mc. Personnel: Everett L. Dillard, chief owner; Robert F. Wolfskill, general manager; O. R. Wright, commercial manager; Elizabeth Whitehead, stn. director; Milton Woodward, chief engineer.

NEW JERSEY

WFMN, ALPINE—Licensed to Edwin H. Armstrong. Frequency: 43.1 mc.

WAAW, JERSEY CITY-NEWARK —CP issued to Bremer Broadcasting Corp. (WAAT). Frequency 49.5 mc. Service Area: 6.200 sq. mi.

NEW YORK

WNBF-FM, BINGHAMTON — Licensed to Wylie B. Jones Advertising Agency. Frequency: 44.9 mc. Service Area: 6.500 sq. mi. Personnel: C. D. Mastin, general manager; E. Ray McCloskey, program director.

WABC-FM, NEW YORK—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc. Personnel: Arthur Hull Hayes, general manager.

WABF, NEW YORK—Licensed to Metropolitan Television Inc. Frequency: 47.5 mc. Personnel: L. L. Thompson, manager; Theodore B. Grenier, chief engineer.

WBAM, NEW YORK—Licensed to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc. Personnel: Theodore C. Streibert, manager.

WEAF-FM, NEW YORK—Licensed to National Broadcasting Co. Inc. Frequency: 45.1 mc. Personnel: C. L. Menser, vice-president in charge of programs; Ernest LaPrade, program director; O. B. Hanson, vice-president and chief engineer; Robert Shelby, development engineer; T. J. Buzalski, FM station engineer.

WFGG, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service area: 8.500 sq. mi.

WGYN, NEW YORK—Licensed to Muzak Radio Broadcasting Station Inc. Frequency: 44.7 mc. Personnel: C. J. Schaefer, executive in charge.

WHNF, NEW YORK—Licensed to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Personnel: Herbert L. Pettey, director.

WNYC-FM, NEW YORK—Licensed to City of New York. Municipal Broadcasting System. Frequency: 43.9 mc. Service Area: 3.900 sq. mi. Personnel: M. S. Novik, director; Bertrand Arnow, engineer in charge.

WQXQ, NEW YORK—Licensed to Interstate Broadcasting Co. Inc. (WQXR). Frequency: 45.9 mc. Personnel: Arthur Hays Sulzberger, chairman of the board; John V. L. Hogan, president; Nicholas Roosevelt, vice-president; Elliott M. Sanger, exec. vice-president; Hugh K. Boice, vice-president in charge of sales; Russell D. Valentine, chief engineer.

WHEF, ROCHESTER—Licensed to WHEC Inc. Frequency: 44.7 mc. Service Area: 3,200 sq. mi. Personnel: Gunnar Wiig, director; Bernard O'Brien, chief engineer; W. J. Adams, program director; Ken. Sparnon, music director.

WHFM, ROCHESTER—Licensed to Stromberg-Carlson Co. (WHAM). Frequency: 45.1 mc. Service Area: 3 200 sq. mi. Personnel: William Fay, director; Kenneth J. Gardner, technical supervisor.

WBCA, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Network—MBS. Personnel Leonard L. Asch, director.

WGFM, SCHENECTADY—Licensed to General Electric Company (WGY). Frequency: 48.5 mc. Service Area: 6,600 sq. mi. Personnel: G. Emerson Markham, manager.

NORTH CAROLINA

WMIT, WINSTON-SALEM — Licensed to Gordon Gray (WSJS). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold Essex, managing director; Norris O'Neill, business manager; Robert C. Estes, program director; Paul Dillon, transmitter engineer; Phil Hedrick, studio engineer.

OHIO

WELD, COLUMBUS—Licensed to WBNS, Inc. (WBNS). Frequency: 44.5 mc. Personnel: Lester H. Nafzger, manager and chief engineer; Herbert Welch, program director.

PENNSYLVANIA

KYW-FM, PHILADELPHIA –
censed to Westinghouse Radio S
tions Inc. Frequency: 45.7 mc. P
sonnel: Leslie Joy, director; Ja
Begley, program manager; Har
McCall, sales manager; Wm. Y.
Rambo, adv. and sales promotion m
ager.

WCAU-FM, PHILADELPHIA–
censed to WCAU Broadcasting
Frequency: 46.9 mc. Service Ar
9,300 sq, mi. Personnel: Norris W
program director.

WFIL-FM, PHILADELPHIA–
censed to WFIL Broadcasting
Frequency: 45.3 mc. Service Ar
9.300 sq. mi. Personnel: Roger Cli
director; Edward C. Obrist, progr
director; L. E. Littlejohn, chief e
neer.

WIP-FM, PHILADELPHIA –
censed to Pennsylvania Broadcast
Co. Frequency: 44.9 mc. Person
James M. Tisdale, director.

WLBG, PHILADELPHIA—CP
sued to Seaboard Radio Broadcast
Corp. (WIBG). Frequency: 46.5
Service Area: 9,300 sq. mi.

WPEN-FM, PHILADELPHIA–
censed to Wm. Penn Broadcasting
Frequency: 47.3 mc. Personnel:
thur Simon, general manager;
London, ass't director; Charles
Burtis, chief engineer.

KDKA-FM, PITTSBURGH –
censed to Westinghouse Radio Stati
Inc. Frequency: 47.5 mc. Personn
Patti Littell, director.

WTNT, PITTSBURGH—Licensed
WWSW, Inc. (WWSW). Frequen
44.7 mc. Service Area: 8,400 sq.
Personnel. Frank R. Smith Jr.,
rector; Marie Wilk, program direc

TENNESSEE

WSM-FM, NASHVILLE — Licen
to Nashville Life & Accident Ins
ance Co. Frequency: 44.7 mc. Serv
Area: 16,000 sq. mi. Personnel: M
jorie Cooney, director.

UTAH

KSL-FM, SALT LAKE CITY–
issued to Radio Service Corporat
of Utah. Frequency: 44.7 mc. Serv
Area: 700 sq. mi.

WISCONSIN

WMFM, MILWAUKEE—Licensed
The Journal Company (WTM
Frequency: 45.5 mc. Service Ar
supervisor.

8,500 sq. mi. Personnel: Wa
Damm, general manager; L. W. H
zog, station manager; R. G. Win
ass't manager; D. W. Gellerup, c
technical supervisor (on leave); P
lip Laeser, FM-Television engineer
WDUL, SUPERIOR—Licensed
Head of The Lakes Broadcasting
(WEBC). Frequency: 44.5 mc. W
ter C. Bridges, general manager;
E. Westmoreland, national sales m
ager; John Miller, program direct
C. B. Persons, chief engineer.

"did you say
FM OLDTIMER?"

Yes, K-O-Z-Y is an FM Oldtimer, backed by three years of uninterrupted EXCLUSIVE FM Service to the Heart of the Middle West. Prewar FM Pioneer and Pacemaker in the Kansas City Area, KOZY today still "sticks to its story" of EXCLUSIVE FM PROGRAMMING FOR EXCLUSIVE FM LISTENING! That's why listeners in Kansas City who insist on Tomorrow's Voice Today still bank on K-O-Z-Y. That's why Kansas City is a KOZY Market!

If you want time-tested FIRST CONTACT with Kansas City FM Families, today and tomorrow . . . if you want Prewar Performance, plus Postwar Perspective . . . if you want an OLD HAND at a New Medium, you should join KOZY's EXCLUSIVE Circle. Do you have a copy of Rate Card 3?

"Pioneer FM Station in the Kansas City Area"

KOZY

ELIZABETH WHITEHEAD
Station Director

EVERETT L. DILLARD
General Manager

PORTER BUILDING • KANSAS CITY, MISSOURI

SOUTH AND CENTRAL AMERICAN BROADCASTING STATIONS

Including Stations of West Indies. Data from Latest Available Sources, Supplied by International Division of the Federal Communications Commission and the Co-ordinator of Inter-American Affairs.

BRITISH HONDURAS

[Receiving Sets, 1,350.]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Belize	ZIK-2	Government	10600	0.2

COSTA RICA

[Receiving Sets, 25,000. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Alajuela	TIJJM-5	Ecos del Poas (Emilio E. Martinez)	575	0.8
Cartago	TIMC	Radio Caribe (J. Mario Cardos M.)	735	0.7
Heredia (Heredia)	T14NRH	La Voz del Comercio (Amando Cespedes Marin)	725	0.75
Puntarenas (Puntarenas)	TIWS	Ecos del Pacifico (Manuel Campos J.)	900	0.35
San Jose	TILJ	Radio San Jose (Lola Monje M. de Jimenez)	775	3.0
"	TI-MACHO	Estafeta Comercial (Maximo Chaves Arias)	1100	1.0
"	TIOS	Radio Titania (Rafael Sotela)	940	2.0
"	TILS	Para Ti (Luis Saenz Mata)	880	5.0
"	TIGPH	Alma Tica (Gonzalo Pinto H.)	605	6.5
"	TIGPH2	Nueva Alma Tica (Gonzalo Pinto H.)	800	8.0
"	TIGPH3	Radio Tibas (Gonzalo Pinto H.)	650	10.0
"	TIRH	Radio El Mundo (Rafael Hine Chavarria)	970	1.0
"	TIJMP	Radio America Latina (Jose Maria Pinaud)	690	2.5
"	TIPG	La Voz de la Victor (Perry Girton)	625	5.0
"	TIFA	La Voz de Italia (Francisco Arie)	1000	0.25
"	TINBC	La Voz de la Democracia (Perry Girton)	1070	5.0
"	TICQ	La Voz del Continente (Narciso Garcia)	750	0.5
"	TIEP	La Voz del Tropico (Eduardo Pinto H.)	830	3.0
"	TIRS	Radio Athenea (Rogelio Sotela B.)	925	1.0
"	TIHZ	Radio Universal (Heli Zuniga)	1150	1.0
"	TIRCC	Accion Catolica (Carlos Borge)	1200	0.5
San Juan de Tibas	TIBAS	Estacion Tibas (Gonzalo Pinto H.)	650	8.0

CUBA

[Receiving Sets, 250,000. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Bayamo, Orte	CMKX	Oscar Vidal Benitez	1390	0.25
Caibarien	CMHD	Manuel Alvarez	1560	0.25
Camaguey	CMJL	Cirquito CMQ (Cambo y Gabriel S. A.)	920	10.0
"	CMJN	Radio Habana Cuba Cadena Azul, S. A.	740	1.0
"	COJK	Jones, Castrillon y Cia.	8663	1.0
"	CMJK	Jones, Castrillon y Cia.	1160	0.25
"	CMJA	Rafael Valdes Jimenez	1060	0.25
"	CMJE	Primo Alonso Casares	1230	0.25
"	CMJF	Gertrudis de la Cruz Perez	1300	0.25
"	CMJW	Andres Moran Cisneros	1440	0.25
"	CMJC	Fernando Terron Bolanos	1340	0.25
Camajuani (Santa Clara)	CMHO	Enrique Lasanta, Oliver	1250	0.25
Cardenas, Mtzas	CMGE	Genaro Sabater	1470	0.25
Ciego de Avila	CMJH	Luis Marauri Mendoza	1370	0.25
"	CMJI	Ciego de Avila (Isidro Castellanos Perez)	1400	0.25
"	CMJM	Radio Habana Cuba Cadena Azul, S.A.	1270	1.0
"	CMJO	Bonifacio Ildefonso	1470	0.25
Cienfuegos, L. V.	CMHM	Jose Ramon Femenias, Jr.	1450	0.25
"	CMHJ	Romualdo Ugalde y Cordero	1350	0.25
Cruces, L. V.	CMHK	Virgilia Villanueva	1380	0.25
Guanajay, P. del Rio	CMAC	Jose Manuel Alverez Valdes, Guillermo Alvarez Valdes, Israel Porras Fajardo	1370	0.1

CUBA—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power Kilow
Guantanamo, Orte	CMKS	Candido Savon Suarez	900	0.25
"	CMKH	Virgilio Arciero Maffei	1130	0.25
Guines	CM9RT	Raul Torres Pabdal	1610	0.25
Guanabacoa (Habana)	COCH	Radio O'Shea (Radio International)	9437	1.0
"	CMBH	Radio Reloj (Vincente Espinosa)	1540	5.0
"	CMCF	Radio O'Shea (Radio International)	910	5.0
Habana	COCQ-1	Circuito CMQ (Cambo Y Gabriel S. A.)	8833	5.0
"	COBZ	Radio Salas (Manuel y Guillermo Salas)	9030	1.0
"	CMA5	Cuba Transatlantic Radio Corporation	5780 6790 8630 11560 15505 17260	1.0 0.15
"	CMCJ	Rafael Rodriguez	1580	0.25
"	CMCR	La Voz del Caribe (Juan Gonzalez y Seneriz)	1580	0.25
"	CMCA	(Augusto Testar y J. M. Gonzales)	1490	0.25
"	CMCG	La Onda S. A. (Dr. Miguel Angel Campos)	1460	0.25
"	CMCQ	(Andres Martinez)	760	0.25
"	CMBX	Radio Talleres Alverez (Vicente Espinosa, Julio C. Traviaso)	1390	0.25
"	CMK	(Fausto Montiel)	830	0.25
"	CMQ	Cirquito "CMQ" (Cambo y Gabriel S. A.)	690	25.0- 15.0-
"	CMCY	Radio Habana Cuba, Cadena Azul, S. A.	590	15.0
"	CMW	Cadena Rosa Voz de Las Antillas (Adolfo Gil y Miguel Troncoso)	550	2.5
"	COCX	(Francisco A. Lavin)	11650	1.0
"	COCW	Ciudad de la Habana (Adolfo Gil y Miguel Troncoso) (Under Construction)	21740 6322	1.0
"	COBL	Cia. Transradio Columbia, S. A.	9833	1.0
"	COCY	Radio Habana Cuba Cadena Azul, S. A.	11740 21620	0.1
"	COBQ	Andrea Martinez	9235 9540	0.1
"	COF	Guartel de Bomberos Ministero de Defensa Publicas	7255	0.1
"	COK	Cuban National Sports Dept.	11616	1.0
Cerro (Habana)	CMCB	Radio Cadena Informativa (Metropolitan Radio de Cuba, S. A.)	1330	0.25
Habana	CMOA	Juan Fernandez Duran	1360	0.25
"	CMC	Rafael Valdes	1360	0.25
"	CMBG	Voz de Oro (John L. Stowers)	1390	0.25
"	CMCX	Radio Popular	1290	0.25
"	CMCH	(Jose Custodio Milagro Rumbaut y Lanza)		
"	CMCW	Jose Vilarino	1230	0.25
"	CMCU	Jorge Garcia Serra	1190	0.25
"	CMBY	Casa de Las Medias (Pages y Cia.)	1110	0.25
"	CMX	Francisco A. Lavin	1010	10.0
"	CMBZ	Radio Sales (Manuel y Guillermo Salas)	950	5.0- 1.0-
Holguin	CMKJ	Cirquito "CMQ" (Cambo y Gabriel, S. A.)	970	1.0
"	CMKV	Radio Habana Cuba, Cadena Azul, S. A.	600	1.0
"	CMKF	Manuel J. de Gongara	1490	0.25
"	CMKO	Manuel Angulo Farran	1220	0.25
"	CMKG	Emilio Grau Medina	1050	0.25
Jovellanos, (Matanzas)	CMGN	Radio Habana Cuba, Cadena Azul, S. A.	1310	1.0
Manzanillo, Orte.	CMKE	Cia Radio Emisora Manzanillo, S. A.	1320	0.25
"	CMKM	Raimundo Comas Solar, Merchan y P. Gigueredo	560	0.25
Marianao (Habana)	CMZ-1	La Voz de Democracia (Government-Ministry of Nat'l Defense)	660	0.25
"	CMBF	Radio Universal (Compania Radio Universal, S. A.)	730	5.0
"	CMZ	Ministry of Education	1260	5.0
"	COX	Ministry of Education	9640	5.0
Matanzas, Cuba	COGF	Bernabe R. de la Torre	11800	1.0
"	CMGH	Garcia Alvarez & Heirs	1440	1.0
"	CMGF	Bernabe R. de La Torre	1240	0.25
Nuevitas, Cam.	CMJQ	Manuel Puig Martinez	1580	0.25
Palma Soriano, Orte.	CMKZ	Joaquin Venero Obregon	1430	0.25
Pinar del Rio	CMAB	Francisco Martinez P. R.	1450	0.25
"	CMAQ	Cirquito "CMQ" (Cambo y Gabriel, S. A.)	810	1.0
"	CMAN	Radio Habana Cuba Cadena Azul, S. A.	1300	1.0
Placetas, L. V.	CMHP	Candido de Los Angeles, Guevara Perdomo	1320	0.25
Puentes Grandes (Habana)	CMBQ	Amletto Battisti	1150	1.0- 5.0-
"	CMBF		730	5.0
Puerto Padre, Orte.	CMKY	Pedro Zacca Cheda	1350	0.1
Rancho Boyeros (Habana)	COBC	Radio Progreso (Domingo Fernandez Cruz)	9363	1.0
"	CMBC	Radio Progreso (Domingo Fernandez Cruz)	790	5.0- 1.0-
Regia (Habana)	CMCD	La Voz Del Aire, S. A.	630	12.0
"	COCD	La Voz Del Aire, S. A.	6130	1.0

(*Continued on page 424*)

How can YOU sell Cuba?

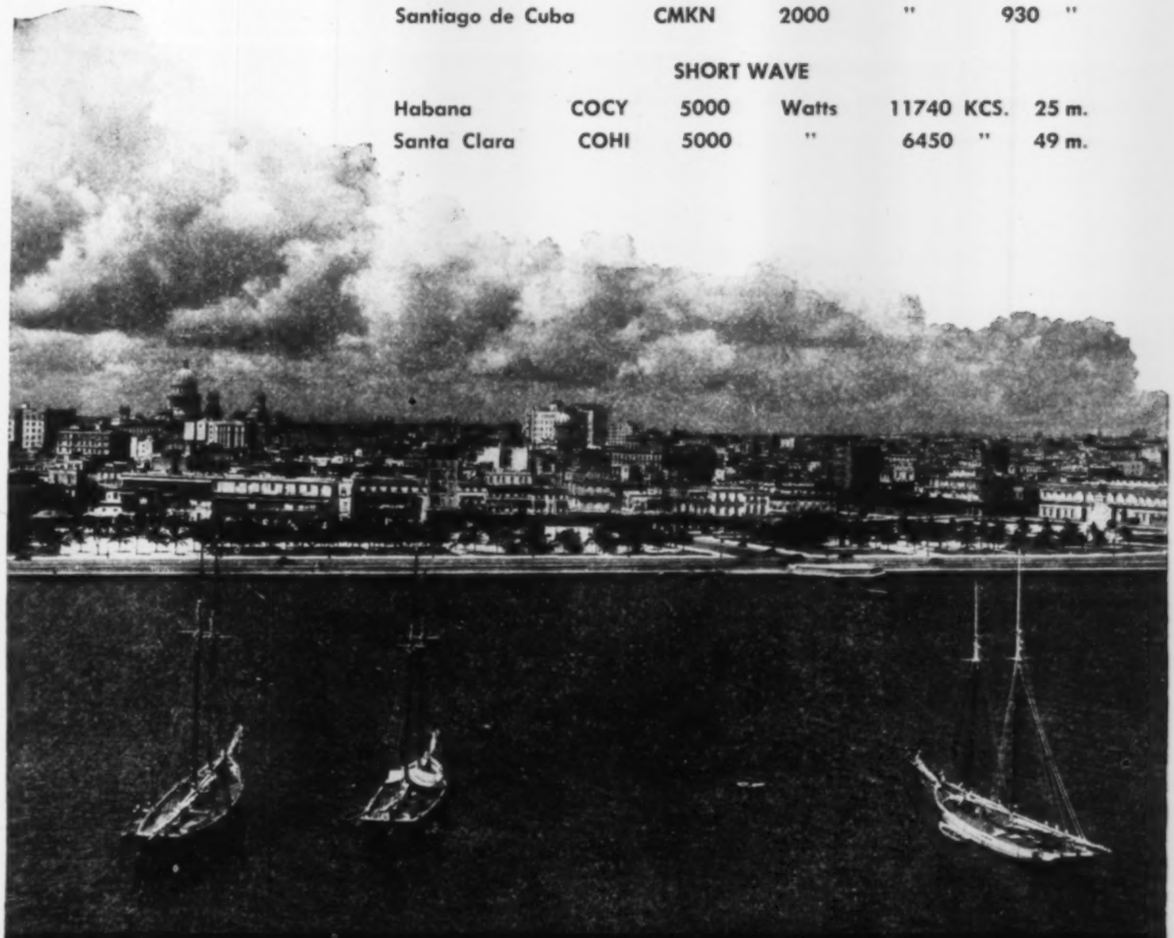
RHC OWNS AND OPERATES THESE STATIONS

LONG WAVE

Habana	CMCY	20000	Watts	590	KCS
Pinar del Rio	CMAN	1000	"	1300	"
Santa Clara	CMHI	15000	"	570	"
Camaguey	CMJN	1000	"	740	"
Holguin	CMKV	2000	"	600	"
Santiago de Cuba	CMKN	2000	"	930	"

SHORT WAVE

Habana	COCY	5000	Watts	11740	KCS.	25 m.
Santa Clara	COHI	5000	"	6450	"	49 m.



RADIO RHC HABANA CUBA Cadena Azul

R H C Cadena Azul AFFILIATED WITH **CBS**

HUMBERTO D. GONZALEZ, U. S. REP. • 220 W. 42ND ST., NEW YORK CITY

CUBA—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Reparto Rancho Boyeros (Habana)	CMCK	Luis Casas Rodriguez, Ernesto Casas Rodriguez	980	5.0
"	COCO	Luis Casas Rodriguez, Ernesto Casas Rodriguez	8700	5.0
Reparto Vedado (Habana)	CMBD	Luis Perez Garcia	1460	5.0 0.25
"	CMOX	Perez y Chisholm	1490	1.0
Roselea Abreu	CMBL	Radio Cadena Suaritos (Radio Cadena Suaritos, S. A.) (Laureano Suarez Valdes)	860	5.0
Sagua La Grande, S. C.	CMHA	Abelardo Menocal	1280	0.25
San Luis, Oriente	CMKQ	Angela Viciedo Quintero	1460	0.5
Sancti Spiritus	CMHB	V. E. Weiss y O. Ramirez Isla	1410	0.25
Santiago de Cuba	CMKN	Radio Habana Cuba Cadena Azul, S. A.	930	1.0
"	CMKU	Cambo y Gabriel	760	1.0
"	CMKW	Ricardo Miranda Cortes y Raul Soulary Echevarria	1000	1.0
"	CMKC	Roberto Miguel Gonzalez	1250	0.25
"	CMKR	Jaime Nadal	1090	0.25
"	COKG	Emilio Grau Medina	8942	1.2
"	CML5	Cuba Transatlantic Radio Corp.	15505 5780 8630 6790 11560 17260	0.15
"	CMKD	Otto Juan Vinas Gimeno	1290	1.0
Santiago de las Vegas, (Habana)	CMBA	Juan de Dios Carreno y Valdes	1420	0.25
Santa Clara (Las Villas)	CMHQ	Cirquito "CMQ" (Cambo y Gabriel)	800	10.0
"	CMHI	Radio Habana Cuba, Cadena Azul, S. A.	570	15.0
"	CMHN	Radio Habana Cuba, Cadena Azul, S. A.	960	1.0
"	CMHX	(Francisco Chavarrey Fuster)	1480	0.25
"	COHI	Radio Habana Cuba, Cadena Azul, S. A.	11765 6455	5.0
"	CMBM	Jose Ramon Femenias, Jr.	1450	0.25
C. de Manicaragua, Santa Clara (Las Villas)	CMHW	Radio Habana Cuba, Cadena Azul, S. A.	960	1.0
Trinidad, L. V.	CMHT	F. E. Soto del Valle	990	0.25
Vedado (Habana)	CMOY			0.25
"	CMCO	Enrique Lasanta Oliver. Lessee-Carlos M. Sanchez	1230	0.25
"	CMBS	Enrique Artalejo Fernandez	1090	1.0
"	CMCM	Ron Merino (Compania Transradio Columbia, S. A.)	1060	0.25

GUATEMALA

[Receiving Sets, 40,000. Set Tax, $3.00 per Year]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Guatemala City	TG1 TG2 TG3	Radio Morse (Guatemalan Government)	1310 6220 2320	0.25 1.0 0.5
"	TGW TGWA	La Voz de Guatemala (Guatemalan Government)	1520 9450 9685 11760 15170 17800 21680 26070 26520 6460	5.0 10.0
	TGWB TGWC		6490 1520	1.0 10.0
"	TGX TGX1	El Liberal Progresista	1400 6130	0.1
Quezaltenango	T6Q TGQA	Radio Nacional (Guatemalan Government)	1450 6400	0.5 1.0

DOMINICAN REPUBLIC

[Receiving Sets, 13,000. Set Tax, 50 Cents Yearly]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Ciudad Trujillo	HIZ	Frank Hatton	1350	0.1
"	HI1Z		6312	0.25
"	HIN HI1N	Partido Dominicano	1090 6246	0.15 0.7
"	HIX HI1X HI3X	Dominican Government	950 6342 1180	0.2 0.25 0.25
"	HI1G HI2G	Andres Cordero P.	6124 9290	0.1 0.1
"	HIT	El Hit del aire (F. A. Sanabia)	6630	0.1
"	HIL	Joaquin C. Pellicer	6187	0.06
"	HI6H	La Voz del Pueblo (Emilio Garden, Jr.)	6115	0.1
"	HIH	Domingo Dominguez	1420	0.25
Monsignor Nouel (La Vega)	HI2T	Jose Arismendy Trujillo	6480	0.2
Puerto Plata	HI9T HI9U	Broadcasting Tropical (Luis A. Pelegrin)	6170 1010	0.1 0.1
Romana (La) (Seybo)	HI3C	La Voz Del Papayayo (Antonio Herrero	6660	0.03

DOMINICAN REPUBLIC—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Powe Kilow
San Cristobal	HI1R	La Voz de Fundacion (Luis Alberty)	6420	0.2
San Pedro de Macoris	HIH	Domingo Dominguez	1420	0.25
"	HI1J	Fausto M. Donastorg	6025	0.1
Santiago	HI1A	La Voz del Yaque (Rafael Western)	6182	0.75
"	HI3U	La Voz del Comercio (Fernando Bertran)	6015	0.1
"	HI9B	Broadcasting Hotel Mercedes (Jacinto L. Sanchez)	6383	0.2
"	HI1S	Generoso Sarhelli	6420	0.2
"	HI1L	La Voz del Diario (Maria J. Tavarez)	6480	0.1

HAITI

[Receiving Sets, 5,000. Set Tax, 20c per Tube]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Powe Kilow
Port-au-Prince	HHW HH3W	C. Ricardo Widmaier, Jr.	1300 10100	0.5 0.75
"	HH2S	Societe Haitienne de Rasiodifusion	7500 5940	0.3
"	HHBM	Frank C. Magliore	9660	1.0
"	HHCA		4600 9200 (Not used)	
"	HHCM		6122	1.0
"	HHJM		1478	1.0

EL SALVADOR

[Receiving Sets, 11,000. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Powe Kilow
El Salvador (San Salvador)	YSO YSN	Membreno Nussen	870 7270	
San Salvador	YSR	Sucesion Cevallos (Alberto Cevallos)	990 6226	2.0
"	YSS	"Alma Cuscatleca" (Government of El Salvador)	638	0.5
	HUB YSD		4780 7894	0.4
"	YSP1 YSP	Escalante Rubio La Voz de Cuscatlan (Fernando Albayeros-Sosa)	780 760	0.5
	YSPB YSPA		6150 9575	
"	YSY	Consul of Paraguay	1100 7225	0.25

HONDURAS

[Receiving Sets, 11,800. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Powe Kilow
Ceiba (La) (Atlantida)	HRD2	La Voz de Atlantida (Ing. M. R. Moncada)	6235	0.25
San Pedro Sula (Cortes)	HRP1	El Eco de Honduras (Filiberto Diaz Zelaya)	6351	0.2
Tegucigalpa	HRN	La Voz de Honduras (Rafael Ferrari)	5875	0.2

MEXICO

[Receiving Sets, 750,000. No Set Tax]

(Latest Estimate—600,000 sets)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Powe Kilow
Acapulco, Gro.	XEKJ	Sra. Refugio Acosta de Valdiviesco	1400	0.25
Agua Prieta, Son.	....	(Under construction)	610	0.25
"	XERP		1190	50.0
Aguascalientes, Ags.	XEBI	(Pedro C. Rivas)	1360	0.25
"	XELY		1490	0.15
Campeche	XEA	Luis A. Maury	1370	1.0
Cananea, Son	XEFQ	Ernesto Felix	980	0.5
"	XESY	Hector Compoy	1320	0.25
"	....		1490	0.25
Cases Grandes, Chih.	XETX		1400	0.1
Celaya, Guan.	XENC		1540	0.25
"	....		1090	0.25
Chihuahua, Chih.	XEFI	Ramiro G. Uranga	1440	1.0
"	XEM	Pedro Meneses, Jr.	1390	0.5
"	XEBW	Radio Emisora del Norte	1280	0.6
"	XEBU	Feliciano Lopez Islas	1240	0.1
"	....		580	0.25
Chilpancingo	XEJI	Edwardo Jimenez de la Cuesta	1300	0.25
Ciudad Camargo, Chih.	XEOH		1270	0.15
Ciudad Delicias	XEJK	David G. Cervantes	1340	0.1
Ciudad Guzman, Jal.	XEBA	Jose D. Gonzales	1270	0.25
Ciudad Juarez, Chih.	XELO	Cia. Radiodifusion de Piedras Negras	800	150.0
"	XEJ	Pedro Meneses, Jr.	970	5.0
"	XEP	Esteban Parra	1300	0.5
"	XEWG	Carlos Mendez	1460	1.0
"	XEF	Gilberto Gil	1420	0.25
"	XEFV	Dario Cordoba	1240	0.25

(Continued on Page 426)

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MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Ciudad Obregon, Son.	XEAP	Emilio Manzanilla	1290	0.1
"	XEOX	Felipe G. de Leon	1340	0.25
C. Valles, San Luis Potosi	....		1340	0.1
"	....	Tomas Oliva Bannelos	1490	0.125
Ciudad Victoria, Tam.	XEBJ	Fernando Elizalde	1450	0.1
Coarzacoalcos, Ver.	XEFZ	Pedro E. Rocher	1340	0.25
Colima, Col.	XERL	J. Roberto Levy	1280	0.25
Cordoba de Vera cruz	XECW	Juan Sedas M.	1340	0.25
"	XEAG	Diodoro Zuniga	1280	0.25
Cuernavaca, Morelts	XEJC		1420	0.1
"	....	Radio Bugainvilia (Ing. Juan Gutierrez, Jr.)		
"	XEY	Lucinda Arenas de Meza Millan	980	0.15
Culiacan, Sin.	XESA	Pablos y Elizalde, S. de R. L.	1360	0.5
"	XEBL	Max Gomez Blanco	1260	0.5
"	XEGF		1300	0.1
"	....	(Projected)	1060	1.0
Durango, Dur.	XEE	Alejandro O. Stevenson, Jr.	1280	0.25
"	XEDU		1400	0.15
Ensenada, B. C.	XEPF	Luis Enrique Enciso	1400	0.2
Fresnillo, ZAC	XEMA	Jose M. Acesedo Moya	1340	0.1
Gomez Palacio, Dur.	XEMG		1310	0.25
Guadalajara, Ja.	XEJB	Gobierno del Estado de Jalisco	1010	5.0
"	XEJG		4820	0.2
"	XEDK	Salvador Vazquez Tello	1250	0.5
"	XED	Cia. Radiofonografica, S. A.	680	1.0
	XEDQ		6155	0.1
"	XEHL	Radio Anunciadora Kist, S. de R. L.	1370	0.5
"	XELW	Salvador Galindo de la Torre	1340	0.25
"	XEHK	Carmen Villasenor	960	0.25
"	XEAV	Alfredo Vasquez, Cine Alameda	580	1.0
"	XEAD	Alejandro A. Diaz	1150	0.25
"	XEXN		1400	0.25
"	XELT	J. H. Tostado Lomell	840	0.25
Guanajuato, Guan.	XEJT		570	0.1
Guaymas, Son.	XEDR	Modesto Ortega	1490	0.25
Hermosillo, Son.	XEBH	Carlos Balderrama	920	1.0
	XEBR		11820	0.15
"	XEDL		1250	0.5

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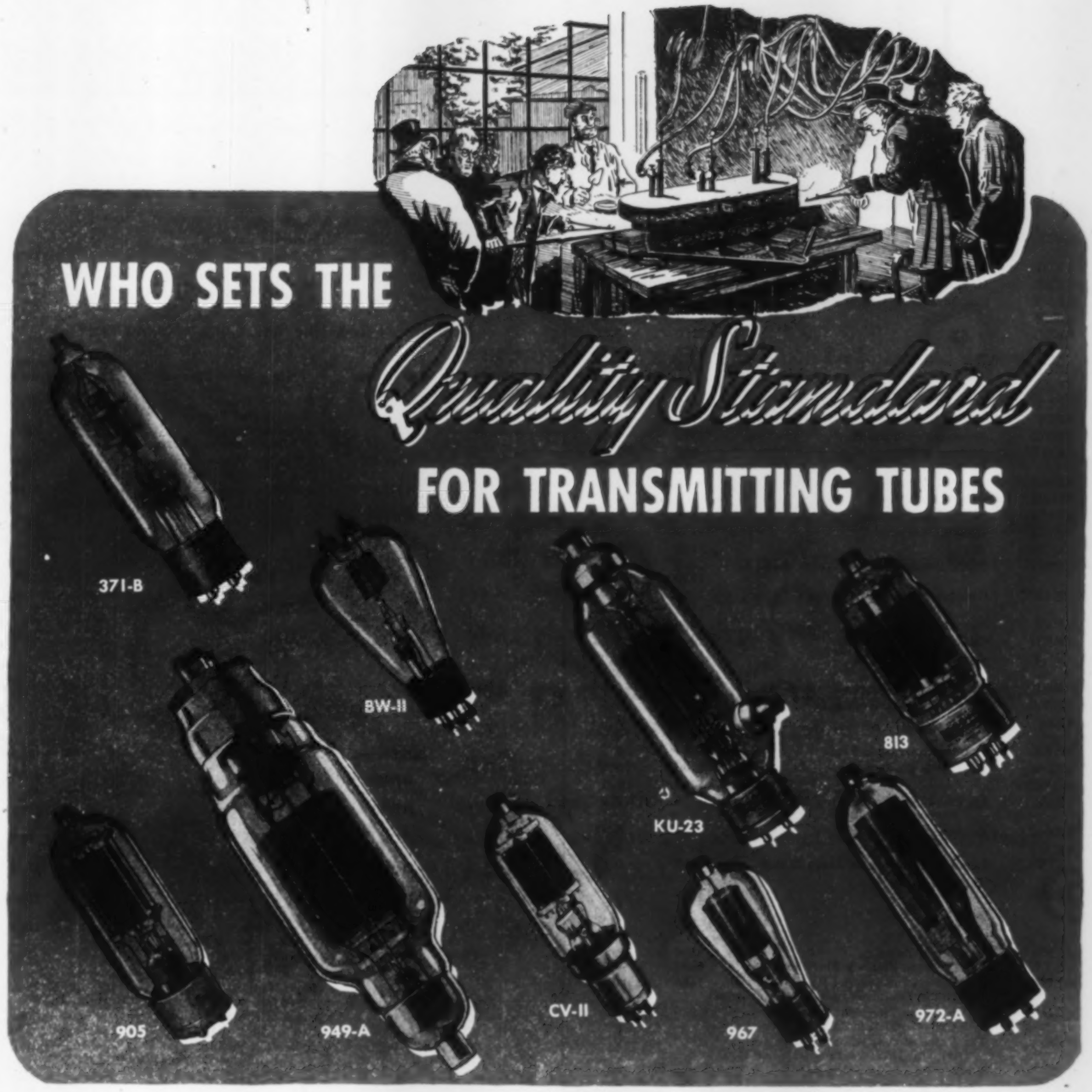
MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Pow Kilo
Hermosillo, Son.	XEHQ	Radio Hermosillo S. de R. L. (Jose Sosa)	590	0.3
"	XEOP		960	0.5
"	....		1300	0.25
Hidalgo del Parral, Chih.	XEJS		1150	0.5
"	XEAT	Jorge Perez	1250	0.25
"	XEJR	Anastasio Gomez Gallardo	1490	0.1
Irapuato, GT.	XEBO	La Voz. del Centro (Alfonso Martinez)	1330	0.5
"	XEWE	Felipe Gallardo	1420	0.1
Ialapa de Veracruz	XEBF	Pedro Coronel Aburto	6090	0.25
"	XEKL	Carlos Ferraez Matos	550	0.1
"	XEJA		1400	0.25
"	XEJW		1490	0.1
La Barca	XEGC	Guillermo Calzada	1450	0.1
La Paz, Baja, Cal.	XEPX		550	0.25
Leon de Guanajuato	XEFM	Sucs. R. Oritz Gonzalez	1270	0.1
"	XERZ	Rafael C. Navarro	1240	0.25
"	XERW	Rafael C. Navarro	1390	0.1
Linares	XER	Rafael T. Carranza	1260	0.25
Los Algodones, Baja, Cal.	....		560	0.1
Los Mochis, Sinaloa	XECF	Francisco Perez H.	1410	1.0- 0.5-
Magdalena de Sonora	XEDJ	Enrique Sorolegui	1450	0.1
Matamoros, Tam.	XEO		970	0.75
"	XEXP		1450	0.1
"	XEAM	Manuel L. Salinas	1400	0.25
Mazatlan, Sin.	XERJ	Oscar Perez E.	1320	0.5
"	XEDS	Alejandro A. Schober	1420	0.5
"	....		1380	0.25
Merida, Yuc.	XEZ	Jorge L. Palomeque	600	2.0
"	XEME	Perfecto Villamil Cicero	1270	0.5
"	XEFC	Julio Molina Font	1340	0.25
"	XEFK	Manuel Zapata Espinosa	1450	0.1
"	XEMQ	Lazaro Achurra Suarez	1240	0.25
"	XEMH	Alvaro Barquet Y.	1400	0.25
Mexicali, B. C.	XECL	Alfonso A. Lacarra	990	5.0
"	XEAO	Chavez y Castro, Sucesores	910	0.25
"	....		560	0.25
"	XEAA	Alberto Gonzales	1340	0.25
Mexico City	XEXA	Radio Gobernacion (Depto. de Publicidad y Propaganda)	6175	0.1
"	XEBT	El Buen Tono, S. A.	6000	10.0
	XEB		1220	100.0
"	XEW	La Voz de la America Latina desde Mexico	900	100.0
	XEWW	(Cadena Radiodifusora Mexicana)	9500	10.0
"	XEQ	Radio Panamericana S. A.	730	150.0
	XEQQ		9680	1.0
"	XEDP	Radio Gobernacion	940	50.0
"	XEOY	Ignacio Diaz R.	1000	10.0
"	XEST		1060	50.0
"	XEBZ	El Vocero Mexicano (Habenero Piza, S. A.)	660	0.5
"	XELA	Radio Metropolitana	830	1.0
"	XEUZ	Partido Revolucion Mexicana	6130	0.1
	XEFO		1110	20.0
"	XEN	Radio Mundial (Guillermina P. del Conde)	690	5.0
"	XEYU	National Univ. of Mexico	9600	0.25
	XEUN		860	5.0
"	XEML	Roberto Valezzi Esparza	1550	1.0
"	XEQR	Corp. Mexicana de Radio, S. A.	1030	1.0
"	XEQK	Angel H. Ferreiro	1350	1.0
"	XEDA	Pedro Riestra Diaz	1290	1.0
"	XEMC	Delores G. Estrada de F.	1590	5.0
"	XERC	Radio Popular de Mex., S. A.	790	1.0
"	XELZ	La Voz de la Industria Nacional (Maria Cardona de Zetina)	1440	1.0
"	XENK		620	5.0
"	XEPH	Pedro Riestra Diaz	590	5.0
"	XERH	Voz de la Revista Hoy	1500	0.5
"	XEJP	Delia Cubillas de Fernandez	1150	0.6
"	XESM	Salvador San Martin	1470	5.0- 1.0-
"	XEAI	Radio Zenith (Carmen Gutierrez)	1320	0.5
"	XEK	Arturo Martinez	970	0.5
"	XEL	Ramon Ferrero	1260	0.75
"	XEBS	Maria Remedios Delgado	1410	0.75
"	....		1180	0.25
Mexico City	XEMX	Guillermo Robles	1380	0.5
"	XEOF		560	1.0
"	XERQ	Corp. Mexicana de Radio, S. A.	9610	0.5
"	XETT	Angel H. Ferreiro	9555	0.5
Minatitlan, Ver.	XEDW	Hector Silva Canto	1260	0.25
Monterrey, N. L.	XETA	El Pregonero del Norte, S. A.	9555	1.0
"	XET		990	5.0
"	XEG	The Friendly Voice from Mex.	1050	150.0
"	XEH	Radio Tarnava S. de R. L. (Ing. C. de Tarnava Jr., Luis de Tarnava, Bros.)	1420	1.0
"	XEFB	Jesus Quintanilla	630	0.5
"	XEMR	Henrique Serna Martinez	1370	0.5
"	XEX	El Heraldo del Comercio, S. A.	1280	0.5
"	....	Fernando Gonzalez Macel	1450	0.25

(Continued on Page 428)



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MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Morelia, Michoacan	XEKW	Jose Martinez Ramirez	6030	0.5
"	XELQ	Francisco Larios Iturbido	1270	0.1
"	XEI	Carlos Gutierrez	1400	0.25
"	XESF	Jose Martinez R.	600	0.25
Naco, Son.	XETM	Jesus Manuel Franco	1350	1.0
Navojoa, Son.	XEGL	Fausto M. Gomez	1270	0.5
"	XENJ		1430	0.5
"	XEAJ	Emilio Manzanilla	1400	0.1
Nogales, Son.	XEHF	Gaston Mascarenas	1370	1.0
"	....	Ralph Carranza	1370	1.0
Nueva Laredo, Tam.	XEFE	La Voz de la Frontera (Rafael T. Carranza)	960	1.0
"	XEDF	Ruperto Villarreal	790	0.5
"	XEBK	G. Guajardo y J. M. Cortes	1340	0.1
"	XENT	Cia. Industrial Universal, S. A.	1140	50.0
"	XELF		1380	0.25
"	XELC		1410	0.25
"	XELJ		1260	0.25
"	XELH		1460	0.1
Oaxaca	XEAX	Alvaro Rodriguez A.	1270	0.5
Orizaba, Vera Cruz	XEOR		580	1.0
"	XEPP	Hector Sotomayor	1450	0.25
"	XETQ	Francisco Campos H.	1370	0.25
Piedras Negras, Coah.	XEMU	Alfonso L. Bres	580	25.5
"	XEMJ	Jesus F. Elizalde	920	0.2
Progreso, Yuc.	XEOK	Arturo Pina Perez	1430	0.1
Pueblo, Pueblo	XEHR	Manuel R. Canalo	1090	0.25
"	XECC	Ricardo Vazquez A.	6185	0.05
"	XECD		1170	0.35
Queretaro, Queretaro	XEJX	Radio Emisora Queretana, S. de R. L.	1450 1300	0.25 0.1
Reynosa, Tam.	XEAW	Cia. International Reynosa	1010 1570	50.0 100.0
"	XEAZ		1390	0.25
"	XEKN	Carlos V. Rodriguez	1390	0.25
"	XERF	Carlos B. Rodriguez	590	5.0-D 0.25-N
Rosarito, B. C.	XERB	Radiodifusora Internacional, S. A.	1090	50.0
Sabinas, Coah.	XEBX	Sucs. Miguel B. Rodriguez	610	0.5
Saltillo, Coah.	XESJ		1250	1.0-D 0.5-N
"	XEKS	Juan Antonio de la Pena	1330	0.1
"	XEDE	Aurelio G. Zaragoza	1400	0.25
"	XEXU		1490	0.1
San Luis Potosi	XECZ	La Voz de la Nesa Central Zeferino Jimenez (Zeferino Z. Jimenez)	1430	1.0
"	XEBM	Benjamin Briones	1260	0.25
"	XEXQ		1400	0.1
S. Luis Rio Colorado, Son.	XEIY	Lucinda Arenaxde de Maza Millan	1450	0.25
Santa Barbara (Chih.)	XESB		1400	0.15
Santa Rosalia (B. C.)	....		560	0.1
Tampico, Tam.	XEFW XETW	La Voz de Tampico (Messrs. Flores y Martinez)	810 6045	50.0 0.1
"	XETU	Impulsora Moderna del Radio—Radio Tampico (Juan Perez Cardenas)	1460	1.0
"	XECA	El Vocero de Tampico (Nicolas M. Picot)	980	1.0
"	XES	The Voice of the Gulf of Mexico From Tampico (Difusora Portena S. de R. L.)	1300	0.25
Tapachula, Chiapas	XETS	Wadley Dominguez Correa	630	0.1
"	XETA		1450	0.25
Tepic, Nayarit	XEXT	Official Station of State Government (Gobierno del Estado de Nayarit)	980	1.0
"	XERK	Dario Mondragon	1450	0.1
Teziutlan, Puebla	XETZ		1360	0.25
Tijuana	XEBG	Angel B. Fernandez	1550	1.0
"	XEAC	Jorge I. Rivera	690	5.0
"	XEMO	Fernando Frederico Ferreira	860	5.0
"	XEAU	Manuel Acuna Varela	1470	5.0
"	XEGM	Rita Mayans y Gustavo Faist E.	950	1.0
"	XEON	Cia. Radiodifusora, S. A.	1420	2.0
"	....		1590	5.0
"	XERT		1270	0.5-N 5.0-D
	XEC	Luis E. Enciso	1310	0.25
Tlaxcala, Tlaxcala	XEXZ		1480	5.0
Toluca, Mexico	XEXS	Instituto Cientifico y Literario	1340	0.1
"	XECH	Rodolfo Llamas	1490	0.25
Torreon, Coah.	XETB	Sucs. Aurelio G. Zaragoza	1350	0.5
"	XEDN	Difusoras del Norte, S. A.	600	1.0
Torreon, Coah.	XEBP	Alejandro O. Stevenson, Jr.	1260	0.25
"	XEQW	Maria Refugio A. de Valdiviesco	1450	0.25
"	XEOB	Panfilo Gonzales Flores	1490	0.1
Tuxpan, Vera Cruz	XETL	Calixto Almazan	1390	0.25
Tuxtla Gutierrez, Chiapas	XEXJ	Government of State of Chiapas	1280	0.1
Uruapan, Mich.	XEFU	Ignacio Navarro	550	0.35
Vera Cruz, Ver.	XEFT	Jose Rodriguez Lopez	9545	0.25
"	XEUW XEU	Fernando Pazos Sosa	6020 960	0.25 0.5
"	XEHV	Radiodifusora Veracruzana (Juan A. Palavicini)	1310	1.0

MEXICO—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power Kilow
Vera Cruz, Ver.	XETF	Jose Rodriguez Lopez	1250	0.5
"	XELR		610	0.10
"	XELL		1430	0.25
Villa Acuna, Coah.	XEDH	Vicente Hernandez	1340	0.25
"	XEAB		1600	5.0
"	XEAQ		1430	0.1
Villahermosa	....		790	0.5
"	XERE	Juan Trujillo Quinta Villamira Carretera, Jesus Garcia		
Zacatecas de Zac	XELK	Jose Macias Guerrero	1280	0.25
Zamora, Mich.	XEGC	Guillermo Calzada	1450	0.1
"	XEGT		1490	0.12

NICARAGUA

[Receiving Sets, 6,000. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power Kilow
Boaco	YNBQ	La Voz de Boaco (J. Edgar Tijerino)	6980	0.05
Granada	YNFT	La Voz de la Sultana (Jose Francisco Terceroz)	7500	0.1
"	YNLAT	La Voz del Mombacho (Nicolas W. Navas Admor)	7625	0.3
Leon	YNJAT	La Voz del Aire (Dr. Jose Antonio Tijerino y Hijos)	5758	0.45
"	YNDG	La Voz de Leon (Dionisio E. Gallo)	7660	0.2
Managua	YNPS YNDS	La Voz de Nicaragua (Nicaraguan Government)	6760 6240	0.6 0.6
"	YNFP	La Voz del Tropico (Francisco Perez G.)	6275.5	0.1
"	YNOW	La Voz de la America Central (Jose O. Mendoza Bros.)	6850	0.6
Masaya	YNFM	La Voz de las Flores (Jose Francisco Tercero)	6950	0.06

PANAMA

[Receiving Sets, 26,100. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power Kilow
Colon	HP5K	La Voz de la Victor (Jose Jaen y Jaen y Cia.)	6005	0.8
"	HP5F	La Voz de Colon (Service Publica de Radio)	6050	0.15
"	HOK	La Voz de la Victor (Jose Jaen y Jaen y Cia.)	640	0.25
Panama	HP5G	Radio Panamerica (Jose Antonio Sosa M.)	11780	0.8
"	HOA	Radio Panamerica (Jose Antonio Sosa M.)	1000	0.5
"	HOC	La Voz de la Victor (Jose Jaen y Jaen y Cia.)	1440	0.25
"	HP5A	Radio Teatro Estrella de Panama (Jose Jaen y Jaen y Cia.)	11700	0.3
"	HOQ	Radio Nacional (Agustin Fernandez Jose Herrera, Jr.)	1250	0.4
"	HP5B HP5C	Radio Miramar, S. A. (E. de la Guardia)	6030 730	0.25 0.5
"	HP5H	La Voz del Pueblo (M. Lombardo Vega, Gerente L. Rettally)	6122	0.5
"	HP5J HP6J	La Voz de Panama (Servicio Publico de Radio)	9607 1360	0.25 0.25

ARGENTINA

[Receiving Sets, 1,336,335. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power Kilow
Bahia Blanca	LU3	Radio Splendid (Red Argentina de Emisoras Splendid)	1150	10.0
"	LU2	Radio Bahia Blanca (Camilio V. Bertorini)	900	3.0
"	LU7	Radio General San Martin (Filomena Z. de Gennarie Hijos)	1240	5.0
Bariloche (Rio Negra)	LU8	Radio Bariloche (Cia Broadcasting de la Patagonia)	820	1.0
Buenos Aires	LRY	Radio Belgrano (Primera Cadena Argentina de Broadcasting)	9640	50.0
"	LRS1 LRS	Radio Splendid (Red Argentina de Emisoras Splendid)	6090 9590	25.0 25.0
Buenos Aires (Gen. Pacheco)	LRA LRA1 LRA5 LRA3	Radio del Estado (Correos Telegrafos)	750 9690 17720 11730	10.0 5.0 5.0 0.2
Catamarca	LW7	Radio Splendid (Red Argentina de Emisoras Splendid)	730	1.0
"	LV15	Authorized or Under Construction	1360	0.5
Ciudadela, B. A.	LS4	Radio Portena (Juan G. Gonzalez Speroni)	670	1.5
Ciudadela, B. A.	LS6	Radio del Pueblo (Ricardo A. Bernotti)	1350	5.0
Comodoro Rivadavia	LU4	Radio Comondoro Rivadivia (Red Argentina de Emisoras Splendid)	640	1.5

(Continued on Page 430)

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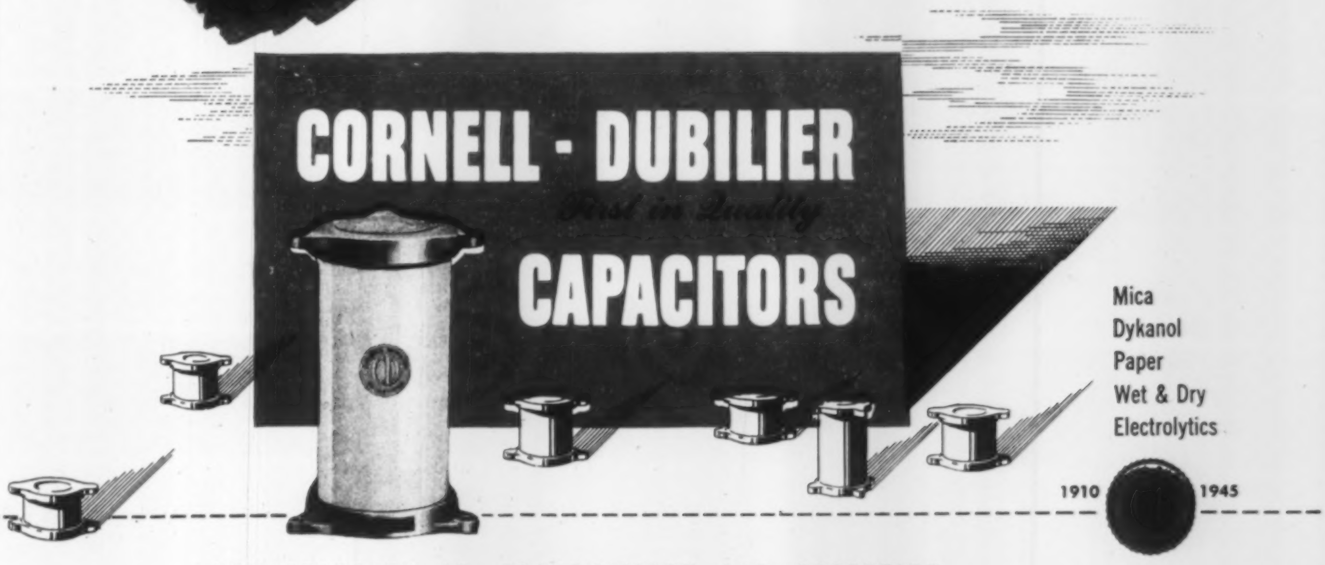

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THE STANDARD IN TRANSMISSION AND RECEPTION

ARGENTINA—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Cordoba	LV3	Radio Cordoba (Alberto P. Brouard)	620	25.0
"	LV2	Radio Central (Luis Maunier)	960	4.0
"	LV8	Authorized or Under Construction	1540	0.25
"	LW1	Radio Splendid (Red Argentina de Emisoras Splendid)	790	15.0
Corrientes	LT7	Radio Provincia Corrientes (Gobierno Prov. Corrientes)	1340	1.0
Florida (B. A.)	LR2	Radio Argentina (Alfredo Schroeder)	910	15.0
"	LS10	Radio Libertad (Victor J. Ruano)	590	4.5
"	LR9	Radio Fenix (Gregorio Echavarria)	1030	4.0
"	LS2	Radio Buenos Aires (Teodoro Prieto)	1190	8.0
Hurlingham (B. A.)	LR6	Radio Mitre (S. A. La Nacion)	870	25.0
"	LR3	Radio Belgrano (Jaime Yankelevich)	950	90.0
Jujuy	LW8	Radio Splendid (Red Argentina de Emisoras Splendid)	1010	
Mar del Plata	LU6	Radio Atlantica (Jose Zaccagnini)	1300	0.5
Mendoza	LV10	Radio Cuyo (Marcelino Aparicio)	1210	2.5
"	LV6	Radio Splendid (Red Argentina de Emisoras Splendid)	630	10.0
"	LRM	Authorized or Under Construction	6180	10.0
"	LV16	Authorized or Under Construction	1520	25.0
"	LW2	Radio Aconcagua (S. A. Radio Los Andes)	1370	0.5
Monte Grande (B. A.)	LS1	Radio Municipal (Municipalidad de la Capital)	710	50.0
"	LR5	Radio Excelsior (Alfredo B. Dougall)	830	25.0
Necochea	LU9	Authorized of Under Construction	1440	0.5
Neuquen	LU5	Radio Splendid (Red Argentina de Emisoras Splendid	1130	1.5
"	LU11	Authorized of Under Construction	1370	0.5
Olmas	LS11	Radio Provincia de Buenos Aires (Gobierno Prov. B. Aires.-Pasaje Dardo Rocha)	1310	30.0
Parana	LT11	Authorized or Under Construction	1470	0.5
La Plata	LR11	Radio Universidad Nacional de la Plata (Universidad Nacional de la Plata)	1390	1.5
Posadas	LTA	Radio Splendid (Red Argentina de Emisoras Splendid)	1030	1.0
Posadas(Missiones)	LT6	Authorized or Under Construction	1460	0.5
Resistencia(Chaco)	LT5	Radio Chaco (Jose M. Noveri)	1080	1.5
Rio Gallegos	LU12	Radio Rio Gallegos (Cia. Broadcasting de la Patagonia)	680	1.5
La Rioja	LW14	Radio La Rioja (S. A. Radio Belgrano)	1330	1.0
Rivadavia (B. A.)	LR4	Radio Splendid (Antonio C. Devoto)	990	50.0
"	LS5	Radio Rivadavia (Enrique Caride)	1110	5.0
"	LRS1 LRS	Radio Splendid (Red Argentina de Emisoras Splendid)	5900 9315	5.0 5.0
Rosario, Santa Fe	LT1	Radio del Litoral (Fernando Maliandi)	780	20.0
"	LT3	Radio Soc. Rural Cerealistas (Soc. Rural Cerealistas)	1160	10.0
"	LT8	Radio Rosario (Alfredo B. Dougall)	840	0.25
"	LT2	Radio Splendid (Red Argentina de Emisoras Splendid)	1230	15.0
"	LRR	Radio Ovidia Lagos (Joaguin Lagos)	11830	10.0
Salta	LV9	Radio Provincia de Salta (Gobierno Prov. Salta)	970	1.0
San Fernando (B. A.)	LR1 LRU	Radio El Mundo (Empresa Editorial Haynes Ltda S. A.)	1070 15290	50.0 5.0
	LRX LRX1		9660 6120	25.0 5.0
San Juan	LV1	Radio Graffigna (S. A. Graffigna Ltda.)	560	10.0
"	LV5	Radio Los Andes (Soc. C. Rodriguez Vila y Cia.)	1090	1.5
San Luis	LV13	Radio San Luis (Ovidio di Gennero)	1250	1.0
San Rafael (Mendoza)	LV4	Radio San Rafael (Julio Silva)	690	0.5
Santa Fe	LT10	Radio Universidad Litoral (Radio del Inst. Social de la Universidad, Litoral)	1320	0.4
"	LT9	Radio Roca Soler (Roca Hermanos y Cia.)	1200	1.7
"	LT12	Authorized or Under Construction	1260	1.0
Santiago del Estero	LV11	Radio del Norte (S. A. El Liberal)	1170	2.0
Tucuman	LV12	Radio Aconquija (Soc. Resp. Lda. Radio Aconquija)	580	2.5
"	LV7	Radio Tucuman (Soc. Munoz y Cia.)	820	2.5
Vicente Lopez (B. A.)	LS9	Radio La Voz del Aire (S. A. La Voz del Aire)	1270	5.0

BOLIVIA

[Receiving Sets, 50,000. No Set Tax]

(Latest Estimate—20.000 Sets)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Powe Kilo
Cochabamba	CP28 CP40	Radio Central (Gottret y Cia.)	1360 9570	0.15 0.25
"	CP44	Radio Popular (Victor Veltze)	580	0.05
"	CP45	Radio Rural (Raul Montecinos)	1090	0.05
"	CP39	Radio Continental	6160	0.25
La Paz	CP3 CP38	Radio Nacional (Costas Hermanos)	1380 9505	1.0 1.0
"	CP4 CP5	Radio Illimani (Dept. of Communications of Bolivian Government)	1040 6200	0.25 1.0
"	CP8	Radio "America" (Sejas and Company)	1450	0.05
"	CP10	Radio La Paz (Chavez Suarex)	1090	0.25
"	CP12 CP29	Radio Fides, Colegio San Calixto (Jesuit School)	6150 1350	0.25
"	CP16	Radio Los Andes	1230	0.2
"	CP18	Radio Comercio	1300	0.05
"	CP14	Radio La Noche (Javier Romero)	1250	0.05
"	CP26	Radio Universal	1510	0.05
"	CP31	Radio Patria	975	0.05
"	CP46	Radio Victoria	770	0.05
"	CP19	Radio Cultura (Agustin Aspiazu)	950	0.05
"	CP20 CP15	Radio El Condor (Ramon Pelaez)	940 5880	1.0 1.0
"	CP32	Radio Bolivia (Cia. Internacionale de Radio Bolivia)	620	0.05
"	CP34 CP25	"El Norte—Radio Sucre (Guillermo Teran)	680 9700	0.15 0.25
Oruro	CP36	Radio Mercurio (Enrique Wanting)	1420	0.05
"	CP11	Radio Bolivar (Dept. of Communications of Bolivian Government)	6100	0.25
"	CP37	Radio Oruro (Blanco Linares)	6170	0.5
"	CP18	Radio El Condor (Ramon Pelaez)	900	0.25
Potosi	CP22	Radio Internacional (L. Camacho)	6130	0.25
"	CP17	Radio Cultural (Alfredo Ossio L.)	1600	0.05
Santa Cruz	CP13	Radio "El Oriente" (Dept. of Communications of Bolivian Government)	6135	0.25
Sucre	CP27	Radio Pilot (C. Torres)	1420	0.05
"	CP1	Radio Chuquisaca (Jose Camacho B.)	9500	0.25
Tarija	CP23	Radio Guadalquivir	6190	0.75

BRAZIL

[Receiving Sets, 898,000. No Set Tax]

(Latest Estimate—1,200,000 Sets)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power Kilow
Aracaju, Sergipe	PRJ6	Radio Aperipe de Sergipe (Edificio do Instituto Historico e Geografico)	630	1.0
Aracatuba, Sao Paulo	PRL8	Radio Cultura Aracatuba, S. A.	1330	0.5
Araguari, Minas Gerais	PRJ3	S. A. Radio Araguari (Praca Manoel Bonito)	970	0.25
Avaraquara, Sao Paulo	PRD4	Radio Cultura Araraquara (Romulo Lupo)	1370	0.5
Assis, Sao Paulo	ZYA9	Radio Diffusora de Assis, S. A.	1530	0.1
Barretos, Sao Paulo	PRJ8	S. A. Radio Barretos	1530	0.1
Bauru	PRG8	Bauru Radio Club, S. A. (B. Radio Club Joao Simonetti)	1210	0.25
Belem, Para	PRC5	Radio Club do Para (Roberto Camelier)	1450 4865	2.0
Bello Horizonte	PRC7	S. A. Sociedad Radio Mineira (Dr. Alberto Deodato)	690	3.0
"	PRH6	Sociedad Radio Guarau (Lauro Souza Barros)	1340	3.0
"	PRI3	Radio Inconfidencia (Luis Bessa)	880	25.0
Blumenau, Santa Catarina	PRC4	Radio Club de Blumenau (Joao Medeiros, Jr.)	1330	0.25
Botucatu, Sao Paulo	PRF8	Radio Emissora Botucatu, S. A. (Emilio Pedute)	1530	0.1
Cambara, Parana	ZYA3	Radio Diffusora Cambara, S. A.	1590	0.1
Campinas, Sao Paulo	PRC9	Radio Educadora Campinas, S. A. (Antonio Tepedino Pagano)	1170	0.1
Campos, Rio de Janeiro	PRF7	Radio Cultura de Campos (Dr. Mario Ferraz Sampaio)	1330	0.5
Campo Grande, Mato Grosso	PRI7	Sociedad Radio Difusora Campo Grande, S. A. (Dr. Antonio Alvez Campos)	1510	0.25
Corumba, Mato Grosso	ZYA2	Radio Difusora Matogrossense (Teodomiro Serra)	1470	0.[illegible]
Cruzeiro, Sao Paulo	PRG6	Radio Sociedad Mantiqueira (Romoaldo Canevari)	640	0.5

(Continued on Page 432)

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buy extra War Bonds

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING · ERIE, PENN.

BRAZIL—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Curityba, Parana	PRB2	Radio Club Paranaense (Eppaminondas Santos)	1440	5.0
Formiga, Minas Gerais	ZYB6	Radio Voz de Formiga, S. A.	1530	0.1
Fortaleza, Ceara	PRE9	Ceara Radio Club, S. A. (Waldemar Cartolano)	1320 6105 15165	2.0 2.0
Franca, São Paulo	PRB5	Radio Club de Hertz	1240	0.25
Goiania, Goiaz	ZYG3	Radio Club de Goiania	930	2.0
Guaratingueta	ZYC2	Soc. Club de Radio Guaratingueta	1510	0.1
Itapetininga, Sao Paulo	PRD9	Radio Difusora Itapetininga Ltda.	970	0.25
Itarare, Sao Paulo	ZYA7	Radio Club de Itarare, S. A.	1550	0.1
Jaboticabal, Sao Paulo	PRG4	Radio Club Jaboticabal, S. A. (Oswaldo Fernandes)	1250	0.25
Jau, Sao Paulo	PRG7	Radio Club Jauense (Ulisses Newton Ferreira)	1010	0.25
Joao Pessoa, Paraiba	PRI4	Governo de Paraiba (Dr. Abelardo Juruema)	1110	10.0
Joinville, Santa Catarina	ZYA5	Radio Difusora de Joinville, S. A.	1600	0.1
Juiz de Fora, Minas Gerais	PRB3	Radio Sociedade de Juiz de Fora (Pedro Goncalves de Oliveira)	1010	0.5
Limeira, Sao Paulo	PRJ5	Radio Educadora de Limeira, S. A. (Ary Levy Pereira)	1550	0.1
Lins, Sao Paulo	ZYB3	Lins Radio Club, S. A.	1550	0.1
Manaos, Amazonas	PRF6	Governo do Estado do Amazonas (Dr. V. Pareto Neto)	4895	0.25
Marapicu, Rio de Janeiro	PRF5	Comp. Radio Internacional do Brazil (Radio International)	9500 9600 15190	12.0
	PSH PSE PSF PSL		10220 14935 14690 9755	15.0
Marilia, Sao Paulo	PRI2	Radio Club Marilia, S. A. (Oscar d e Moraes Barros)	1090	0.5
Natal, Rio Grande do Norte	ZYB5	Radio Ed. de Natal, S. A.	1270	1.0
Niteroi, Rio de Janeiro	PRD8	Radio Club Fluminense (Jose Augusto Mendes Tte. Custodio Fontes)	1320	1.0
"	PRE6	Radio Club Fluminense	1470	1.0
Paranagua, Parana	ZYC5	Radio Difusora de Paranagua	1460	0.25
Patos, Minas Gerais	ZYB4	Radio Club de Patos, S. A.	1530	0.1
Pelotas, Rio Grande do Sul	PRC3	Radio Soc. Pelotense, S. A. (Carlos G. Sica)	580	0.25
"	PRH4	Soc. Difusona Radio Cultura Pelotas (Atakualpa Dias)	1320	0.5
Petropolis, Rio de Janeiro	PRD3	Petropolis Radiodifusora, S. A. (Carlos Rodrigues Viana)	1480	1.0
Piaui (Parnaiba)	PRJ4	Radio Educadora do Parnaiba, S. A. (Dr. Joao Tavares de Carvalho y Silvo)	1470 4825	0.5 0.5
Piracicaba, Sao Paulo	PRD6	Radio Club de Piracicaba (Joao Sampaio Goes)	820	0.25
Pocos de Caldas, Minas Gerais		Radio Cultura de Pocos de Caldas (Benedito Meira Borges)	1160	0.25
Ponta Grossa	PRJ2	Radio Club Pontagrossense, S. A. (Manoel Machuca)	1250	0.5
Porto Alegre, Rio Grande do Sul	PRH2	Radio Sociedad Farroupilpa, Ltda. (Messrs. Antonio Florese Cunha and Arnaldo Balve)	600	25.0
"	PRF9	Emp. Radio Diffusora Portalegrense (Arthur Pizoli)	640	5.0
Porto Alegre, Rio Grande do Sul	PRC2	Radio Soc. Gaucha (Dr. Lelis Espartel)	680	5.0
Pouso Alegre, Minas Gerais	PRJ7	Radio Club de Pouso Alegre, S. A. (Jose Nunes Rebello)	1530	0.1
Presidente Prudente, Sao Paulo	PRI5	A Voz do Sertao, S. A. Manoel Bussacos)	970	0.25
Recife, Pernambuco	PRA8	Radio Club de Pernambuco, S. A. (Oscar Moreira Pinto)	720 6015	25.0 5.0
Ribeirao Preto, Sao Paulo	PRA7	Radio Club Ribeirao Preto (Jose da Silva Bueno)	730	0.5
"	PRH7	Lonzada Bueno & Cia. (Exp.) (Lonzada Bueno)	1170	
Rio Clara, Sao Paulo	PRF2	Radio Club Rio Clara (Waldemar Cartolano)	1460	0.25
Rio de Janeiro	ZYC7 ZYC8 ZYC9	Radio Educadora de Brazil	6200 9610 15370	25.0
Rio de Janeiro, Distrito Fed.	PRA2	Ministerio de Educacao e Saude	800	25.0
"	PRA3	Radio Club do Brazil, S. A. (Dr. Rolpho Estevam de Siquerira)	860	10.0
"	PRA9	Soc. Radio Mayrink Veiga (Edmar Machado)	1220	25.0
"	PRB7	Soc. Radio Educadora do Brazil, S. A. (Alceu Mario de Sa Freire)	900 6200 9610 15370	5.0 25.0
"	PRC8	Radio Soc. Guanabara (Guilherme Manes)	1360	5.0
"	PRD2	Radio Cruzeiro do Sul, S. A. (Mario Villaca Meyer)	1060	10.0
"	PRD5	Radio Difusora do Distrito Instituto Educacao do Distrito Federal (Francisco Gomes Maciel Pinheiro)	1400	1.0
"	PRE2	Radio Vera Cruz, S. A. (Dr. Placido de Melo)	1430	5.0
"	PRE3	Radio Transmissora Brazileira, S. A. (Dr. Elisio Dantas)	1180	7.5
"	PRE8	Empresa Radio Nacional (Dr. Gilberto de Andrade)	980	25.0
"	PRF4	Radio Jornal do Brazil, S. A. (Ernesto Pereira Carneiro)	940	10.0
"	PRG3	Radio Tupy, S. A. (Dr. Teofilo de Barros)	1280	10.0
Rio de Janeiro, Distrito Fed.	PRL9 PRL8 PRL7	Empresa Radio Nacional (Brazilian Govt.—RCA "Good Will" Broadcasting Station)	17850 11720 9505	50.
"	PRH8	Radio Ipanema, S. A. (Francisco Zavier Filho)	1130	5.
Rio Grande, Rio Grande do Sul	ZYC3	Grupo de Cultura Rio Grandino	1510	0.1
Rio Preto, Sao Paulo	PRB8	Radio Rio Preto, S. A. (Andrassy Ribeiro)	640	0.2
Santos, Sao Paulo	PRB4	Radio Club de Santos (Hermengilao da Rocha Brito)	1450	1.
"	PRG5	Soc. Radio Atlantica (Car os Baccarat)	580	0.
Sao Carlos, Sao Paulo	ZYA6	Radio Sao Carlos, S. A.	1590	0.1
Sao Luiz, Maranhao	PRJ9	Radio Difusora do Governo do Estado do Maranhao (Jose Ribamar Pinheiro)	1490	5.
S. Manoel, Sao Paulo	PRI6	Radio Club Sao Manoel, S. A. (Vitorino Riberro)	1510	0.1
Sao Paulo, Sao Paulo	PRB9	Radio Soc. Record (Dr. Paulo Machado de Carvalho)	1000	25.
"	PRE7	Soc. Radio Cosmos, S. A. (Dr. Joao Ferreira Fontes)	1410	5.
"	PRF3	Radio Difusora Sao Paulo, S. A. (Dr. Ubiratan Silveira Pamplona)	960	5.
"	PRG2	Radio Tupy, S. A. (Dr. Antonio Herman Dias Menezes)	1040	25.
"	PRG9	Radio Excelsior (Mons. Dr. Francisco Bastos)	1100	25.
"	PRH3	Radio Piratininga (Pedro de Camargo)	620	5.
"	PRH9	Soc. Bandeirantes, S. A. (Jose Niccolini)	840	5.
"	PRA5	Radio Sao Paulo (Joao Baptista do Amaral)	1260	5.
"	PRA6	Soc. Radio Ecuadora Paulista (Arnaldo Popes)	890	5.
"	PRB6	Radio Cruzeiro do Sul (Oscar P. Seckles)	1200	5.
"	PRE4	Soc. Radio Cultura, "A Voz do Espaco" (Olavo C. Fontoura)	1300	5.
"	ZYB7 ZYB8 ZYB9	Radio Dif. de S. P., S. A.	6095 11765 15155	25.
Sao Salvador, Baia	PRA4	Radio Soc. da Baia, S. A. (Dr. Armando Carneiro da Rocha)	740	10.
Sao Sebastiao de Paraiso, Minas Gerais	ZYA4	Radio Dif. Paraisense, S. A.	1510	0.
Sorocaba, Sao Paulo	PRD7	Radio Club Sorocaba, S. A. (Orlando da Silva Freitas)	1080	0.
Taubate, Sao Paulo	ZYA8	Radio Dif. Taubate, Ltda.	1590	0.
Uba, M. G.	ZYC4	Radio Soc. Ubaenso, Ltda.	1510	0.1
Uberara, Minas Gerais	PRE5	Radio Soc. Triangulo Mineiro (Quintiliano Jardin)	1390	0.
Uberlandia, Minas Gerais	PRC6	Radio Dif. Brasileira, S. A. (Aristides Figueiredo)	1510	0.1
Varginha, Minas Gerais	ZYB2	Radio Club de Varginha, Ltda.	1590	0.
Victoria, Espirito Santo	PRI9	Radio Club Espirito Santo, S. A. (Dr. Ciro Vieira da Cunha)	1350	1.

BRITISH GUIANA

[Receiving Sets, 7,000. Set Tax, B.G. $1]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Pow Kilo
Georgetown, British Guiana	VP3BG	British Guiana Broadcasting Co., Ltda.	6130	.

(SURINAM Dutch Guiana)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Pow Kilo
Paramaribo	ZPH	"AVROS" (J. E. Herrenberg)	5865	0.

CHILE

[Receiving Sets, 250,000. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Pow Kilo
Antofagasta	CA141	Radio El Loa (Angel Garcia Agra.)	1410	1.
"	CA127	La Voz d el Norte (Horus Pedreny Palma)	1270	0.
"	CE601 CE482		6010 4820	5.
"	CA124	Radio Libertad (Antonio Casiao Gonzalez)	1240	1.
Chillan	CC138	Radio La Discusion (Adriana Pagueguy de Logos)	1330	0.
"	CC127	Radio Nubie (Rafael Barrios Carcamo)	1270	0.
Concepcion	CC141	Radio Condo (Co. Chilena de Comm., S. A. (Arturo Sandoval Munita)	1410	1.
"	CC117	Radio Simon Bolivar (Federico Sanchez Urra)	1170	1.
"	CC64	Radio El Sur (Mario Saez Lagos)	640	1.
Copeapo	CA121	Augusto Duque Becerra	1210	0.
Coquimbo	CA96	Radio Riquelme (Cesar Nieme Apey)	960	0.

(Continued on Page 434)

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The Allied Recording Machine (illustrated) combines the Allied Transcription Turntable and Allied Overhead Cutting Assembly, which are also sold separately. Like Allied Discs, this equipment is of highest precision quality, good for long, trouble-free service.

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RECORDING PRODUCTS CO.

21-09 43rd AVENUE • LONG ISLAND CITY 1, NEW YORK

CHILE—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Curico (Talca)	CC96	Radio Condell (Alberto Guerra Cruzat)	960	0.25
Iquique	CA63	Radio Esmeralda (Antonio Cajiao Gonzalez)	630	0.25
Los Angeles	CD121	Sociedad de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.	1210	1.2
Osorno (Valdivia)	CD84	Soc. Agricola y Ganadera (David Arrigaga—Soc. Broadcasting, Soc. Agricola y Ganadera)	840	1.5
Puerto Montt	CD101	Radio Llanquihue (Cia. Chilena de Comunicaciones, S. A.)	1010	1.0
Punta Arenas	CD103	Radio Magallanes (Ramon Verde Ramos)	1030	0.1
"	CD111	Radio Austral (Turina y Cia.)	1110	1.25
"	CD113	Radio Polar (Jorge Vial A.)	1130	1.0
"	CD136	La Voz del Sur (Sra. Victoria Iglesias de Biancilla)	1360	0.5
Quillota	CB113	Radio Chacabuco (Leopolda Giraudo Giordano)	1130	1.0
Rancagua	CC63	Radio Central (Manuel Massoni)	630	1.0
"	CC109	Radio Rancagua (Jorge Romero Ramirez)	1090	1.2
"	CC145	Radio Tucapal (Alan Rojas Aravena)	1450	0.1
S. Antonio, Puerto Viejo	CB140	Onda Azul (Soc. Radiodifusora Onda Azul Ltda.)	1400	0.1
Santiago de Chile	CB62	Radio Chilena (International Machinery Co.)	620	1.0
"	CB57 CE1180 CE8AA	Radio Agricultura (Soc. Nacional de Agricultura y Cia. Ltda.)	570 11800 2870 5750	15.0 1.0 0.5
"	CB76	Cooperativa Vitalicia (Cia. Chilena de Comunicaciones S. A.)	760	14.0
"	CB89	"Radio Bulnes" (Carlos Bricono Olivares)	890	1.0
"	CB97	Radio "Prat" (Soc. Chilena de Radio y Propaganda)	970	1.0
"	CB101	Radio Yungay (Corporacion Chilena de Radiodifusion Ltda.)	1010	1.2
La Cisterna, Santiago de Chile	CB150	Radio Sud America (Manuel Casablanca Latorre)	1500	1.0
Santiago de Chile	CB106	Radio Soc. Nac. de Mineria (Soc. Chilena, Radiodifusora, S. A.)	1060	1.0
"	CE960 CB130	Radio La Americana (Horacio Hevia Labbe)	9600 1300	1.2 2.5
"	CB134	Radio Cervantes (German Holtheuer Valdivia)	1340	3.0
"	CB138	Radio El Mercurio (Luis F. Brain, Soc. Periodista El Mercurio)	1380	1.0
"	CB70	Radio Santa Lucia (Soc. Silva Blanco y Cia. Ltda.)	700	2.5
"	CB144B	Radio O'Higgins (Clark Hnos. Spitz y Cia. Ltda.)	1440	1.0
Ovalle, Santiago de Chile	CB144C	Radio Morgan (Oscar Moraga Fuenzalida)	1440	0.1
Santiago de Chile	CB1170	Otto Becker Ltda.	11700	0.3
"	CB93 CE1174	Radio Maipo (Soc. Orlandini y Raggio Ltda.)	930 11740	1.0 4.0
"	CB82	Radio del Pacifico (Ricardo Vivado O.)	820	1.0
"	CB66	Radio Chilena (Cia. Radio Chilena)	660	12.0
"	CE960	Radio La Americana (Horacio Hevia)	9600	1.2
"	CB114	Corp. de Radio, S. A.	1140	50.0
La Serena	CA108	Eduardo Encina Arancibia	1080	1.0
"	CE615 CE1190	Cooperativa Vitalicia (Co. Chilena de Comm., S. A.)	6150 11900	5.0
Talca	CC73	Radio Lautaro (Ramon Abasolo Aldea)	730	0.5
Talcahuano	CC84	Radio Almirante Latorre (Francisco Morales Castillo)	840	1.0
Temuco, Cautin	CD125	Radio Cautin (Cia. Chilena de Comunicaciones, S. A.)	1250	1.5
"	CD69	Radio La Frontera (Daniel de Mayo Levy)	690	1.2
Tocapilla	CA90	Radio Covadonga (Hilda Cuellar Alfaro de Yaesta)	900	1.0
Valdivia	CD59	Soc. Radio Emisoras Sur de Chile (Cia. Chilena de Comunicaciones, S. A.)	590	1.2
"	CD132	Radio Baquedano (Carlos Cockbaine R.)	1320	1.0
Via del Mar	CB64	La Union de Recreo (Adriano Iz. y Reyes)	640	1.6
"	CB68	Radio Metro (Renard y Garcia Tello Ltda.)	680	1.0
"	CB111	Camilo Henrique (Joaquin Venegas, Venegas Universidad Federico)	1110	1.0
	CB118	Cristobal Colon (Adriano Iz. y Reyes)	1180	2.0
Valparaiso	CB147	"Radio Estacion Fundacion Santa Maria" (Fundacion Santa Maria)	1470	0.25
"	CE970 CB103	Radio Cooperativa Vitalicia (Cia. Chilena de Comunicaciones, S. A.)	9700 1030	5.0 10.0
"	CB90	Radio Sociedad Nacional de Agricultura (Soc. de Broadcasting, Soc. Nacional de Agricultura y Cia., Ltda.)	900	1.0

CHILE—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Po Kil
Valparaiso	CB116	Radio Caupolican (Patricio Edwards Linares)	1160	1.
"	CB120	Presidente Prieto (Angel I. Prieto Andreas)	1200	1.
"	CB124	Radio de Valdivia (Ramon y Fernando Garcia y Cia.)	1240	0.
"	CB132	Radio Cochrane (Wallace y Cia.)	1320	1.

COLOMBIA

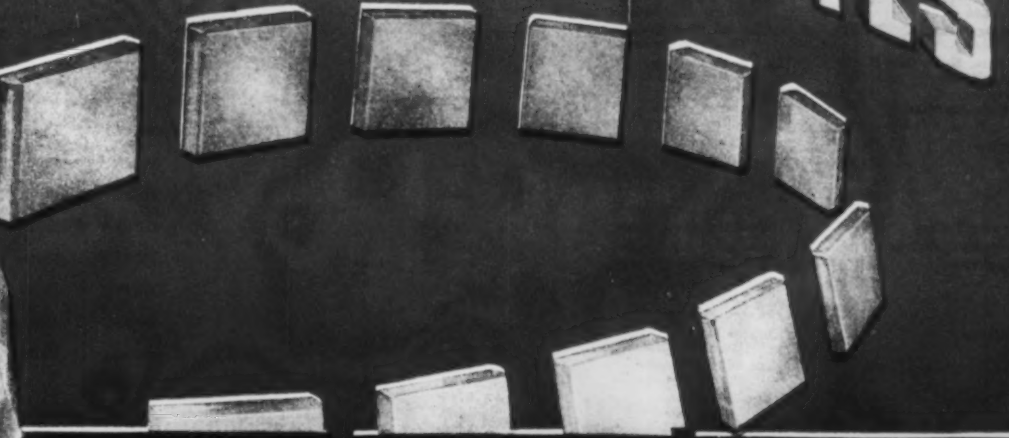
[Receiving Sets, 175,000. No Set Tax]

(Latest Estimate—200.000 Sets)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Po Kil
Aguadas, Caldas	HJFJ	Voz de Aguadas (Roberto Florez)	1500	0.
Armenia, Caldas	HJFI	Pregones del Quindio (Pregones del Quindio Ltda.)	1540	1.
"	HJFH HJFM	La Voz de Armenia (Braulio Botero Londono)	4875 1210	0. 1.
"	HJFG	La Voz del Comercio (Alfonso Toro V.)	1245	0.
Barranquillha	HJAA	Alhucema Carbonell (Alfonso Rosales Navarro)	1330	0.
"	HJAG HJAH	Emisora Atlantico (Emisora Atlantico, S. A.)	4905 1050	1. 1.
"	HJAI	La Voz del Litoral (Julian Melendez)	1370	0.
"	HJAK	Voz de la Patria (Vassallo Hijos y Mendez)	1310	0.
"	HJAN	La Voz de Barranquina (Eilecer Velasco)	1190	1.
"	HJAB	La Voz de la Victor	4785	2.
"	HJAT	Radio Barranquilla (Delfina V. de Haayen)	1275	1.
"	HJAS	Emisora Variedades (Miguel A. Ruiz)	1500	0.
"	HJAJ	Voz. del Comercio (Julio Balderrama)	1220	0.
Bogota	HJCB HJCD	Emisora Nueva Granada (Colombia Broadcasting, S. A.)	1105 6160	1. 10.
"	HJCC HJCE HJCF	La Voz de Bogota (Gustavo Uribe Th.)	870 1220 6073	5. 1. 0.
"	HJCG	Radio Santa Fe (Luis E. Bernal)	1060	1.
"	HJCJ	Radio Mundial (Manuel J. Gaitan)	1380 1380	0. 0.
"	HJCK	Ecos del Tequendama (Jorge Anez)	1290	0.
"	HJCM	Nueva Granada (Roberto Ramirez)	970	0.
"	HJCN	Ondas de los Andes (Roberto Laignelet)	1335	0.
"	HJCO HJCW	Emisora Sur America (Jesus M. Garcia)	1160 4945	1. 0.
"	HJCQ	Ministry Nat'l Economy (Ministerio de Economia National) (Cul.)	4955	0.
"	HJCR HJCT	Radio Difusora Nacional (Ministerio de Educacion, Colombian Government)	1200 6260	5. 2.
"	HJCY	Estacion del Senado (Cristobal Paez G. y Cia. Ltda.)	1460	0.
"	HJCU HJCA	Radio Cristal (Cristobal Paez G. y Cia. Ltda.)	720 4855	5. 1.
"	HJCX HJCZ	La Voz de Colombia (Cirpriano Rios Hoyos)	6018 1040	0. 2.
"	HJCS	Radio Continental (Jose Vincente Arias)	920	50.
"	HJCH HJCH HJCI	La Voz de la Victor (Manuel J. Gaitan)	810 810 4895	2. 0. 1.
Bucaramanga	HJGE	Radio Bucaramanga (Gustavo Sorzano Jimenez	1130	1.
"	HJGB HJGK	Radio Santander (Francisco A. Bueno)	4775 1280	2. 0.
"	HJGN	Ondas Bumanguesas (Francisco A. Bueno	1360	1.
Buenaventura	HJES	Heriberto Quintero	1525	0.
"	HJEW	La Voz del Puerto (Jorge E. Berrio)	1355	0.
Buga	HJEI	Hernando Bueno	1410	0.
"	HJEP	Sociedad Voces de Occidente (Jorge Ortiz Marquez)	1485	0.
Cali	HJEB HJED	Voz del Valle (Eduardo Cordoba)	1150 4825	1. 1.
"	HJEC	Radio Libertador (Rafael Angulo)	1 00	0.
"	HJEE	Radio Cali (Jose T. Calderon N.)	10 0	0.
"	HJEF	La Voz de Higeronia (Hernondo Bueno)	1340	0.
"	HJEL	Radio Sport	1260	0.
"	HJER (HJEX	Radio Pacifico (Cesar Mendoza Mazuera)	1395 4865	0. 2.
"	HJEN	Radio Cultura (Alfonso Mesa Vargas)	1370	0.
"	HJEM	Radio Palmira (Arturo Salazar)	1510	0.

(Continued on Page 436)

PREMIER CRYSTALS



TYPES 100C, 100G, 100P

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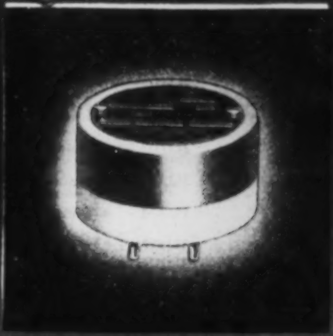

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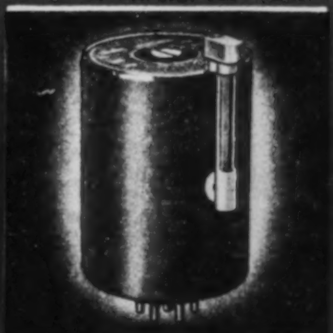

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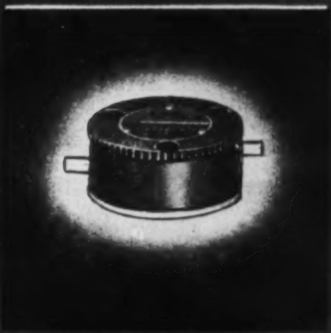

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COLUMBIA—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Cartagena	HJAE	La Voz de los Laborat Fuentes (Laboratorios Fuentes, S. A.)	4965	0.6
"	HJAF	El Progreso Cartagenero	1240	0.36
"	HJAP HJAR	Radio Cartagena (Lequerica Hermanos)	4925 1400	0.75 0.3
Cartago, Valle del Cauca	HJEO	Aires del Palatino (Daniel Dosman)	1230	0.5
Cienaga, Magdalena	HJBE	Ondas del Magdalena (Elvira de Pereira)	1460	0.25
Cucuta, Norte de Santander	HJBB HJBC	La Voz de Cucuta (Pompilio Sanchez)	4815 1270	1.5 1.0
Girardot, Cundinamarca	HJCL	Radio Girardot (Carlos J. Sanchez G.)	1460	0.5
"	HJCV	Antonio Useche R.	1430	0.1
Ibague	HJFC	Vicente Gaitan Rondon	1500	0.1
"	HJFL	Ondas de Ibague (Luis E. Martinez)	1440	0.25
"	HJFP	Cultural (Mario Cadavid)	1550	0.075
Libano, Tolima	HJFO	Hector Enrique Giraldo	1520	0.05
Magangue, Bolivar	HJAC	Manuel Agustin Varela	1420	0.1
Manizales	HJFB	Cia. Radio Manizales	6105	1.0
	HJFD	(Francisco Jaramillo Alberto Hoyos A.)	1390	1.0
"	HJFX	Emisora Electra	600	1.0
Medellin	HJDA	Emisora Siglo XX (Humberto Restrepo A.)	1285	0.5
"	HJDC HJDX	Ecos de la Montana (Francisco Cuartas)	1360 4795	0.6 0.6
"	HJDE HJDK	Voz de Antioquia (Luis Ramos)	6145 1250	10.0 0.75
"	HJDL	Bolivar Broadcasting (Jaime Tobon R.)	1480	0.5
"	HJDM	Radio Cordoba	1520	1.0
"	HJDO HJDP	Emisora Claridad (Fernando Restrepo Alvarez)	1320 4885	0.75 2.5
"	HJDR	Voz del Triunfo (Ramirez y Cia. Ltda.)	1380	0.3
"	HJDT	Radio Nutibara Ltda.) (Alfonso Jaramillo)	1150	0.25
"	HJDU	Cultural (Universidad de Antioqula)	1490	0.25
Monteria	HJAL	Emisora Arsenipur (Julio Cesar Patino)	1465	0.5
"	HJAM	Ondas del Sino (Julio A. Sanchez)	1210	0.251
Neiva	HJFN	Heliodora Tamayo	1420	0.1
Ocana	HJBF	Voz de Ocana (Luis Linero)	1525	0.1
Palmira, Valle	HJEJ	Radio Armonias del Palmar (Rafael Angulo)	1460	0.5
"	HJEQ	Ondas de Palmira (Regulo Benitez)	1180	0.5
Pamplona, Norte de Santander	HJBA	Gonzalo Vargas	1400	0.1
Pasto	HJHA	Radio Narino (Sociedad Radio Narino)	1350	0.35
"	HJHB	Ecos de Pasto (Hernando Bueno)	1170	0.5
Pereira	HJFA	La Voz de Pereira (Cesar & Mario Arango M.)	6054.3	0.75
"	HJFE	Radio Quirama	1470	0.499
"	HJFK	La Voz Amiga (Antonio J. Giraldo C y Hijo)	6097	2.5
"	HJFF	Ondas del Utun (Antonio J. Giraldo C. y Hijo)	1350	1.0
"	HJFQ	La Voz del Pueblo (Marceliano Ossa M.)	1120	0.5
Popayan	HJEA	Radio Colonial (Jesus Hernando Hormaza B.)	1500	0.8
"	HJEG	Voz Belalcazer (Mercedes M. de Valencia)	1450	0.3
Quibdo	HJDG	Intendencia del Choco Cultural	4805	0.5
Santa Marta	HJBH	Radio Magdalena (Manuel C. Conde)	1410	0.5
"	HJBJ	Radio Santa Marta (Julio A. Sanchez)	1140	0.5
Santander, Cauca	HJEH	Radio Cultural (Escuela Rafael Tello)	1550	0.025
Sevilla, Valle	HJET	Radio Sevilla (Daniel Benitez)	1510	0.25
Tacaima, Cundinamarca	HJCP	La Voz del Santuario de San Jacinto (Ruperto Aguilera Leon)	1530	0.25
Tulua, Valle de Cauca	HJEK	Radio Tulua (Eduardo Gardeazabal)	1430	0 1
Tunja, Boyaca	HJGA	Radio Boyaca (Pedro Martinez)	1425	0.25

ECUADOR

[Receiving Sets, 20,000. Set Tax, 10 Sucres]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Ambato	HCIVT	Voz de Tungurahua (I Minicipio de Ambato)	6550	0.1
Babahoyo	HC1CH			0.2
Cuenca	HC1AO	La Voz de Tomebamba (Octavio Espinosa and Josl Heredia Crespo)	4200	0.18
"	HC1CC	Congreso Eucaristico (Communidad Salesiana)	7461	0.004

ECUADOR—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Pow Kil
Guayaquil	HC2CM	"Iman"	7220	0.
"	HC2BA	"La Voz del Guayas"	1500	0.
"	HC2BC	"Radio Portena"	1100	0.
"	HC2CW	Ondas del Pacifico (Alfonso Vilmot)	950	0.
"	HC2OAD	La Voz del Alma (Odalia Aruz de Garcia)	9400 900	0. 0.
"	HC2AJ HC2AK	Cia. Radiodifusora del Ecuador (Luis Alcivar Elizalde)	1050	1.
"	HC2J3B	Radiodifusora of Ecuador (Rafael Cuellos)	1260 7854	0. 0.
"	HC2RB	La Voz del Litoral (Eric Williams)	1250	0.
"	HC2ET	Diario del Telegrafo (Jose Santiago Castillo)	9200 1131	0. 0.
"	HC2AU	Radio Atalaya (Augusto Alvarado Olea)	1350	0.
"	HC2RL	Quinta Piedad (Roberto Levy)	6645	0.
"	HC2AN	Radio Cenit (Washington Delgado Cepeda)	1300	0.
"	HC2AQ	Radio Ortiz (Rigoberto Ortiz Vermeo)	1450	0.
Ibarra	HC1IM	La Voz de Imbabura (I. Municipio de Ibarra)	4020	0.
Loja	HC3SC	"Coro de Santa Cecilia" (F. Montero Carrison)	6700	0.
Portoviejo	HCJB4	La Voz de Manabi (Clarence W. Jones)	3645	0.
	HC4FA		7244	0.
Quito	HCJB	La Voz de Los Andes (Clarence W. Jones, Dir. Owner-World Missionary Radio Fellowship, Inc.)	12455 9978 7285 4107 974 28040 7068 14200 27850	10. 0. 1. 0. 1. 1. 0.
"	HC1PM	El Palomar (Leonardo Ponce)	5795	0.
"	HCQR HCQ1RX	Radio Quito "La Voz de la Capital" (Carlos Mantilla)	1330 5970 3710	0. 0.
"	HC1GQ	Nariz del Diablo (Ferrocarril del Sur)	9163 3710	0. 0.
"	HC1BS HC1BT	"Voz de la Victoria" (Sr Cesar Mantilla)	1304 9350	0. 0.
"	HCK	Radio Nacional	5885	0.
"	HC1CG	Radio Oriente Ecuatoriano (Miguel Angel Gonzales Paez)	7874.6	0.
"	HC1BF HC1BD	Radio Commercial (Adriano Jaramillo)	7265 1111	0. 0.
"	HC1AB HC1AC	Luz de America (Spanish Falangist (Mgr.) Enrique Arroyo)	1280 1600	0.
"	HC1AD	Radio Juventud (Cia. Interandina de Broadcasting)	1410	0.
"	HC1CT	Escuela Central Tecnica	3700	0.
Riobamba	PRADO	El Prado	6618	0.

PARAGUAY

[Receiving Sets, 14.500. No Set Tax]

(Latest Estimate—15.000 Sets)

Asuncion	ZPA1 ZP1	Radio National	6300 1360	3. 0.
"	ZP4 ZP8	Radio Continental (Isern y Scarello)	730 11850	0. 0.
"	ZP6	Radio Livieres (Emilio Jordan Livieres)	1300	0.
"	ZP9	Radio La Capital (Atilio Bajac)	970	0.
"	ZP10	Radio Guarani (Dr. Franco y H.)	1330	0.
"	ZP11	Radio Charitas (Pbo. Luis Lavorel	1200	0.
"	ZP13	Julio Picossi Villagra	1430	0.
"	ZP17	Radio Electra (Jose Hanemann)	1030	0.
"	ZPA3 ZP3	Radio Teleco (Teleco Paraguaya, S. A.)	11877 700	1. 10.
Encarnacion	ZP5 ZPA5	Radio Encarnacion (Philips Argentina, S. A.)	920 11950	5. 2.
Villarica, Guaira	ZP14	Friedmann Hermanos	11721 11725	1.
	ZP15		700	0.
"	ZP6	Radio Livieres (Emilio Jordan Livieres)	1300	0.

PERU

[Receiving Sets, 80,000. No Set Tax]

(Latest Estimate—100.000 Sets)

Arequipa	OAX6B	Radio Landa (Maximo J. Landa)	6035	0.
"	OAX6C OAX6E	Radio Continental (J. Antonio Umbert)	1370 6055	0. 0.
"	OAX6A	Radio Arequipa (Jorge E. Olazabol)	6050	0.

(Continued on Page 438)

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PERU—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Callao	OAX4C	Radio Callao (Sociedad Comercial Urteaga y Couralegui)	1160	0.3
Chiclayo	OAX1A	Radio Delcar (J. Carlos Montjoy)	6150	0.2
Cuzco	OAX7A	Radio Cuzco (Carlos Lizarraga)	6128	0.1
Huancayo	OAX4P	Radio Huancayo (Alfredo Elejalde Granados)	6020	0.25
Huanuco	OAX3A	Radio Huanuco (Victor Priano)	6115	0.35
Ica	OAX5B OAX5C	Radio Universal (Luis de los Heros)	1460 9590	0.20 0.15
Lima	OAX4H OAX4F	Radio Mundial (Ronald y Cia.)	6095 1080	1.0 0.25
"	OAX4B OAX4G	Radio Lima (Bolivar y Carcovich)	1200 6190	0.25 0.25
"	OAX4Z OAX4A OAX4T OAX4R	Radio Nacional (Gobierno del Peru)	6082 854 9562 15150	15.0 10.0 10.0 15.0
"	OAX4E OAX4K	Radio Central (Juan Pablo Goicochea)	960 9545	0.2 0.25
"	OAX4I OAX4J	Radio Internacional, S. A. (Antonio Vasquez)	1320 9520	0.25 0.2
"	OAX4L	Radio Miraflores (Clemeaite Palma)	1250	0.3
"	OAX4V OAX4W OAX4U	Radio America (Cia. Peruana de Radiodifusion, S. A.)	5990 9490 1030	1.5 1.5 5.0
Trujillo	OAX2A	Radio Rancho Grande (Rafael Larco Herrera)	6000	0.25

URUGUAY

[Receiving Sets, 125,000. No Set Tax]

(Latest Estimate—200.000 Sets)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Power in Kilowatts
Canciones	CW57	Radio Montevideo (Julio J. Rabassa)	1470	0.3
Carmelo, Colonia	CW7	Radio Carmelo (Alberto Pablo Brouard)	640	0.25
Colonia, Colonia	CW1	Radio Popular (Raul Montellano and Ricardo Bernotti)	550	4.5
"	CXA8 CXA14	Radio Real de San Carlos (Jaime Yankelevich)	11840 6055	3.0 1.0
Durazno	CW25	Radio Durazno (Artola, Evangelisti y Cia.)	1430	0.5
Canelones	CW3	Radio Rural del Uruguay (Diario Rural, S. A.)	580	0.3
"	CW33	Radio Difusora Florida (Omar F. Barreiro)	1200	0.075
Maldonado	CW51	Radio Maldonado (Hector Lamaison)	1560	0.5
Melo, Cerro Largo	CW47B	Jose Fernandez Eiriz)	1510	0.1
"	CW53	Ruben D. Lucas	1580	0.25
Minas	CW43	Radio Lavalleja (Juan R. Volante)	1420	0.5
Montevideo	CX34	Radio Artigas (A. Canepa y Cia.)	1210	0.5
"	CX26	Radio Uruguay (A. Canepa y Cia.)	1050	2.0
"	CX50	Radio Nativa (Bernardino Ayala)	1530	0.3
"	CX20	Radio Montecarlo (Dr. Carlos L. Romay)	930	0.3
"	CX32	Radio Aguila (Compania Uruguaya de Publicidad, S. A.)	1170	0.52
"	CX18	Radio Libertad (Difusoras El Espectador Limitada)	890	5.0
"	CX4	Seccion Informacion y Ensenanza of the Direccion de Agronomia)	610	5.0
"	CX46	Radio America (Guzman Bertacchi)	1450	1.5
"	CX22	Radio Universal (Harispuru Hermanos)	970	1.5
"	CX42	Tribuna Sonora (Hector Vernazza)	1370	0.5
"	CX44	Radio Monumental (Julio J. Rabassa)	1410	0.25
"	CX40 CXA21	Radio Fenix (Julio J. Rabassa)	1330 6170	0.5 1.0
"	CX12	Radio Oriental (Luis A. Artola)	770	5.0
"	CX24	Radio La Voz del Aire (Dif. Radio Electrica del Plata, S. A.)	1010	5.0
"	CX8	Radio Jackson (Ramon Puyal y Gazanto)	690	0.5
"	CX16	Radio Carve (Dif. Radio Electrica del Plata, S. A.)	850	50.0
"	CX36	Centenario Broadcasting (Vasquez y Walde:)	1250	0.25
"	CX48	Radio Femenina (Vazquez y Cia.)	1490	1.5
"	CX28	Radio Imparcial (Walfrido Figueira Moran)	1090	3.0
	CXA1 (Portable)	(Servicio Oficial Difusion Radio-electrica—Uruguayan Gov't.)	6200	0.05
	CXA11 (Projected)		27000	2.5
"	CXA4	Estacion Oficial (Servicio Oficial Difusion Radio-electrica—Uruguayan Gov't.)	6125	5.0
"	CX6 CXA6 CXA10	Estacion Oficial (Servicio Oficial Difusion Radio electric—Uruguayan Gov't.)	650 9620 9620 11900 15300	25.0 0.2 20.0

URUGUAY—(Continued)

City	Call Letters	Station and Operator	Frequency in Kilocycles	Po
Montevideo	CXA18		15300	2.5
	CX38		1290	5.0
"	CXA22 CXA23 CXA24	Estacion Oficial (Projected) (Servicio Oficial Difusion Radio-electrica—Uruguayan Gov't.)	29500 43600 58000	2.5
"	CX30 CXA30	Radio Nacional (Silva y Larrea)	1130 6035	1.0 1.0
"	CX10 CXA3	Radio Ariel (Sr. Luis Batlle Berres)	730 6075	1.0 1.0
"	CXA19 CX14 (Portable)	Difusoras El Espectador Ltda.	11705 810 10000	4.0 15.0 0.
"	CXA14	Difusoras El Espectador Ltda.)	7330 10000	0. 0.
"	CW47	Julio J. Rabassa	1470	0.4
"	CXA9	Difusoras El Espectador, Ltda.)	15345	4.0
Paysandu	CW35	Paysandu Broadcasting (Alfonso M. Ordoqui)	1240	0.2
"	CW39	La Voz de Paysandu (Miguel Penna)	1320	0.1
Rivera	CW19A	Radio Charrua (Jorge Downton Garcia)	1340	0.
"	CW43B	Radio Internacional (Walfrido Figueira Moran)	1480	0.7
Rocha	CW19	Radio Difusora Rochense (Abel Machado)	1340	0.
Salto	CW23	Radio Cultural (Domingo Giordano)	820	0.2
"	CW27	Radio Tabare (Sr. Luis Batlle Berres)	660	0.2
"	CW31	Salto Broadcasting (Salvador E. Pera)	1120	0.2
San Jose	CW47A	Radio Welcome (Fasola Rios y Tiboni)	1510	0.1
"	CW41	Broadcasting San Jose (Pedro Bruccoleri)	1360	0.
Soriano	CX52	Radio Litoral de Soriano (Anibal Frabasile, Juan Orlando Kelly, Jose Pedro Irigaray, Florencio Donato, Montero	1570	0.
"	CW46B	Liceo de Dolores (Roberto Taruselli)	1460	0.
Tacuarembo	CW46A	Difusora Zorrilla de San Martin (Luis S. Dini)	1400	2.0
Treinta y Tres	CW45	Radio Trienta y Tres (Marroche y Lacurcia)	1390	0.2

VENEZUELA

[Receiving Sets, 100,000. No Set Tax]

City	Call Letters	Station and Operator	Frequency in Kilocycles	Pow Kil
Alcarigua	YV3RF	La Voz del Llano (Pausides Sigala)	3490	0.1
Barcelona	YV6RC YV6RE	Emisoras Unidas (L. J. Arreaza A.)	3450 1080	1.5 0.1
Barquisimeto	YV3RE YV3RN	Radio Barquisimeto (Almicar Segura)	1475 4990	0.7 0.2
"	YV3RS YV3RO	Radiodifusora Occidental (Sr. Rafael Angel Segura)	3490 1270	0.6 0.6
Caracas	YV5RA YV5RN	Radio Caracas C. A. Almacen Americano)	960 4920	8.6 5.0 1.0
"	YV5RB YV5RM	Radio Venezuela (Degwitz & Siblitz)	790 4890	5.0 5.0
"	YV5RH YV5RX	La Voz de la Patria (Mons. J. M. Pellin)	710 720 3500	1.0 0.97 1.5
Caracas	YV5RG YV5RU	Ondas Populares (Gonzalo Veloz Mancera Cia., S. A.)	1010 4860	0.9 0.5 1.0 2.5
"	YV-KC	Gobierno Nacional	6705	
"	YV5RI YV5RY	Radio Continente (O. Vicentelli)	590 3380	1.1 1.9
"	YV5RL YV5RW	Radio Tropical (Ponce & Benzo)	1160 3400	0.7 1.1
"	YV5RQ YV5RS	Radio Libertador	882 3360	1.1 2.1
Bolivar	YV6RA YV6RU	Ecos del Orinoco (E. Torres Valencia)	1400 4790	0.6 0.9
Coro	YV1RY YV1RW	Radio Coro (Roger Leyba)	4770 1370	0.3 0.1
La Guaira, Vargas	YV5RZ YV5RV	Emisora Vargas (Carlos L. Perez)	1050 4760	0.5 1.0
Maracaibo	YV1RC YV1RT	La Voz de la Fe (Pedro Bermudez)	1400 3370	0.5 1.0
"	YV1RD YV1RU	Radio Mara (L. G. Govea & Nouel)	1150 3440	0.2 1.0
"	YV1RF YV1RX	Ondas del Lago (N. Vale Quintero	1120 4800	0.5 2.0
"	YV1RK YV1RL	Radio Popular (J. R. Higuera)	1250 4800	0.4 0.3
"	YV1RV YV1RA	Ecos del Zulia (Luis Garcia Nebot)	4750 1300	0.3 0.0
Maracay	YV4RK YV4RL	Radio Maracay (Atilio Ormezzano)	3390 1430	0.4 0.2
Merida	YV2RC	La Voz de la Sierra (Senores Quintero and Strauss)	3420	0.2
Puerto Cabello	YV4RQ	Radio Pto. Cabello (Rafael Segura)	3480	0.8
San Cristobal	YV2RB YV2RN	La Voz del Tachira (J. M. Diaz Gonzalez)	980 4830	0.2 0.2
Trujillo	YV1RO YV1RC	Radio Trujillo (Pedro J. Torres	3310 3310	0.6 2.0
Valencia	YV4RA YV4RO	La Voz de Carabobo (Guillermo Degwitz)	1350 4780	0.8 0.3
"	YV4RE YV4RP	Radio Valencia (Miguel Ache)	1400 3460	1.1 1.0
Valera	YV1RZ	Radio Valera (Pedro Flores J.)	4840	0.3
Cumana	YV7RA YV7RB	Radio Sucre (L. J. Arreaza A.)	1200 3470	 0.75
Caracas	YV5RC YV5RO	Radio Cultura (G. Veloz Mancera) (Under Construction)	1100 3300	0.5

Radio Reference Books and Publications

Editor's Note: Due to space limitations, the cumulative bibliography published in previous *Yearbooks* is suspended. This listing is designed to cover only the periodicals in radio and the advertising fields, selected works on radio advertising and listener data. The bibliography was prepared specially for BROADCASTING by Frances Sprague, general librarian of NBC, and is necessarily abridged to include only a representative selection.

LISTENER AND MARKET DATA

ILDREN'S RADIO PROGRAM PREF-
ENCES. BLUE Network Co. 1943. Short
mary of a survey on listening hours and
ferred program types based on infor-
tion from more than 3,000 children of
ol age in Eastern, Mid-Western and
thern sections of the U. S.

CTS ABOUT SUMMER BROADCAST
VERTISING. NBC. 1940. Brief study of
y summer radio advertising is worth
ile.

E IMPACT OF WAR ON AMERICAN
MILIES, MEASURED ONE YEAR
TER PEARL HARBOR. Survey con-
ted by Crossley, Inc., for Life Magazine.
ril 1943. Radio ownership and operation
economic levels, city size, geographic
ions, for all families, armed force and
-armed force families, war worker and
-war worker families. Statistics on car
ership, occupations, incomes, etc.

VASION FROM MARS. By Hadley Can-
Princeton U. Press. 1940. A study of
psychology of listener reactions follow-
the above broadcast.

INT COMMITTEE STUDY OF RURAL
DIO OWNERSHIP AND USE IN THE
S. Sections 1-4. Pub. by NBC and CBS.
. 1939. Comprehensive survey.

E KANSAS RADIO AUDIENCE OF
4. By F. L. Whan. Topeka, Kansas.
IBW. 1944. Brings former studies up-to-
e, and includes new interesting prefer-
es brought out by questions on present-
problems.

E 1944 IOWA RADIO AUDIENCE
RVEY. By F. L. Whan. Des Moines,
a. Central Broadcasting Co. 1944. The
annual study of their radio listening
its.

E OKLAHOMA RADIO AUDIENCE OF
4. By F. L. Whan. WKY. Oklahoma
y. 1944. Over 6000 families were inter-
wed in the preparation of this study of
ening hours and habits, program and
tion preferences.

E POST-WAR PLANS OF KANSAS
MILIES (1944). By F. L. Whan. Topeka,
nsas. WIBW. 1944. Advance report of the
nsas Radio audience survey, containing
a on preferences for future radio sets;
upational plans; savings, etc.

DIO AUDIENCE MEASUREMENT. By
N. Chappell and C. E. Hooper. Stephen
ye, N. Y. 1944. This volume gives a
ailed analysis of all the various means of
io listener measurement, from the earliest
thods to recent coincidental and recall
ms. Charts and tables are included.

DIO MARKET DATA HANDBOOK.
B Research Dept. Nat. Assn. of Broad-
ters. 1943. A 260-page manual of market
a of value to radio stations and users of
adcast time.

DIO RESEARCH, 1941. Ed. by P. F.
zarsfeld and F. N. Stanton. Duell, Sloan
Pearce. 1941. Six studies dealing with
grams, listeners, and their relationship.
pared under the auspices of Columbia
iversity's Office of Radio Research.

DIO RESEARCH, 1942-43. Ed. by P. F.
zarsfeld and Frank Stanton. Duell, Sloan
Pearce. 1944. Daytime serials, radio
ener research in U. S. and Great Britain,
psychology of radio commercials, are
ong many subjects analyzed in consider-
e detail.

STUDY OF FM LISTENING WITH
RTICULAR REFERENCE TO FM STA-
ON W71NY. WOR. 1942. A study of the
listener in the N. Y. area, his income,
ening habits and preferences.

SURVEY OF BRAND CONSCIOUS-
SS AND BRAND USAGE IN NORTH-
STERN OHIO AMONG MIDDLE-
COME URBAN AND RURAL HOUSE-
VES OF 14 SELECTED HOUSEHOLD
ODUCTS. By H. D. Wolfe. Kent State
Kent, Ohio, 1941. Personal interview
thod. Sample question "What influenced
to buy this brand?" Deals with in-
nces such as radio, magazines, dealer
ice, etc.

A SURVEY OF DAYTIME RADIO LISTENING HABITS. Conducted by Foote, Cone & Belding, for the BLUE Network Co. May 1943. A nationwide personal interview survey in 77 cities, towns, and on farms resulted in this study of radio listener habits, together with a history of daytime serials and the trend of their popularity.

SURVEY OF RADIO LISTENERS IN LOUISIANA. By E. A. Schuler. Louisiana State U., Baton Rouge, 1943. Although data was secured primarily for use in educational projects, this survey is extensive and useful in study of listening habits. Charts, maps and tables.

SURVEY OF RESEARCH ON CHILDREN'S RADIO LISTENING. By Herta Herzog. Office of Radio Research, Columbia U. 1941. A survey of literature on children's (6-18) listening habits—age peak of listening, program preferences, reactions, etc.

TEN YEARS OF NETWORK PROGRAM ANALYSIS. The Cooperative Analysis of Broadcasting. 1939. History of network programs, plus ratings jn chart and table form.

U. S. RADIO OWNERSHIP. BY COUNTIES. 1940-1944. Columbia Broadcasting System. 1944. Total families, radio families and percentages based upon careful approximations after study of Census and other population figures, and research into population shifts, war migrations, etc.

RADIO ADVERTISING STATISTICAL SERVICES

CAB ANALYSIS OF THE USE OF RADIO SETS—Oct. 1943-Apr. 1944. Cooperative Analysis of Broadcasting. Analyzes the daily use of radios by set owners, comparing the use of radio sets geographically.

CAB AUDIENCE COMPOSITION. Cooperative Analysis of Broadcasting. Four reports a year on audience break-down.

CAB BRAND IDENTIFICATION REPORT. Cooperative Analysis of Broadcasting. Specialized report issued eight times a year.

CAB PROGRAM AUDIENCES AND LISTENING HABITS — RURAL VERSUS CITIES. Basic Area. Spring 1941. Cooperative Analysis of Broadcasting. Comparison of commercial program ratings in 22 interviewing cities and surrounding rural areas.

CAB PROGRAM REPORT. Cooperative Analysis of Broadcasting. A semi-monthly report giving program ratings and sets in use data, based on expanded list of 81 cities, selected as a representative sample.

CAB RADIO PROGRAM AUDIENCES. Oct. 1943-April 1944. Cooperative Analysis of Broadcasting. Analysis of commercial program ratings by type and length of program, geographic divisions and income groups.

CAB STATION AUDIENCES. Cooperative Analysis of Broadcasting. Oct. 1942-April 1943. An annual report indicating the relative standing of the leading broadcasting stations in each of 33 cities.

EXPENDITURES OF NATIONAL ADVERTISERS IN NEWSPAPERS, MAGAZINES, FARM JOURNALS AND CHAIN RADIO IN 1943. Figures comp. by Media Records Inc., and issued by American Newspaper Publishers Assn. Expenditures listed by individual company.

HOOPERATINGS, COMPREHENSIVE. C. E. Hooper, Inc. Mid Winter 1944. Includes 32-city Network Hooperatings, network station city Hooperatings, and U. S. urban Hooperatings. Based on sample of 89 cities over 25,000 population.

HOOPERATINGS. CONTINUING MEASUREMENT OF RADIO LISTENING. (CITY LIST). C. E. Hooper, Inc. Separate studies of approximately 60 different cities showing program ratings, sets in use, and available audience.

HOOPERATINGS CHARTBOOK. C. E. Hooper, Inc. 4 times a year. Trends in size and distribution of sponsored network program ratings, trends by types of programs, broadcast hours, and share of audience.

HOOPERATINGS, NETWORK. DAYTIME (issued monthly) **EVENING** (issued semi-monthly). C. E. Hooper, Inc. These separate studies give program ratings, sets in use, sponsor identification, audience composition.

HOOPERATINGS, "PACIFIC" NETWORK. Monthly. C. E. Hooper, Inc. Program ratings, sets in use, audience composition.

HOOPERATINGS, "SECTIONAL." 3 times a year. C. E. Hooper, Inc. Program ratings, sets in use, available audience, for five geographic areas.

INDUSTRIAL SURVEYS. Industrial Surveys Co. Monthly surveys based on panel technique of programs heard regularly or occasionally.

NATIONAL RADIO RECORDS. Reports of spot radio advertising of individual companies.

NIELSEN RADIO INDEX SERVICE. A. C. Nielsen Co. Monthly analyses of subscribers' programs and ratings on all programs.

THE 100% YARDSTICK. New York Radio Station Audiences. Pulse of New York. Monthly measure of radio audience in N. Y. market area by using roster method and personal door-to-door interview.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Publishers' Information Bureau, Inc. 1936-date. A monthly service containing records of all network and spot expenditures by individual companies and by industrial classifications.

RADIO ADVERTISING

ADVERTISING MEDIA AND MARKETS. By Ben Duffy. Prentiss-Hall. 1939. Comprehensive practical study of all types of media.

A DECADE OF RADIO ADVERTISING. By H. S. Hettinger. U. of Chicago Press. 1933. A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

PRACTICAL RADIO ADVERTISING. By H. S. Hettinger and W. J. Neff. Prentice Hall. 1938. A complete account of radio advertising from the time a program is being considered until it is on the air.

RADIO AS AN ADVERTISING MEDIUM. By W. B. Dygert. McGraw-Hill. 1939. The entire aspect of radio for the advertiser is covered. Contests, popularity ratings, surveys, censorship, are treated.

RETAILING AND BROADCASTING. National Assn. of Broadcasters. 1943. Series of booklets: 1. Radio and retailing in 1943. 2. How to buy radio time. 3. The elements of a successful radio program. 4. How to promote your program (in preparation). 5. How to measure radio audiences.

SURVEY OF BROADCAST ADVERTISING, 92 DEPARTMENT STORES. Research Bureau for Retail Training. U. of Pittsburgh. 1941. Study of management reaction to radio advertising together with experience stories.

PERIODICALS: GENERAL

THE ADVERTISER. Monthly. The Advertiser Pub. Co., 3557 Bogart Ave., Cincinnati.

ADVERTISING AGE. Weekly. Advertising Publications, Inc., 100 E. Ohio St., Chicago.

ADVERTISING & SELLING. Monthly. Robbins Pub. Co., Inc., 9 E. 38th St., N. Y.

BILLBOARD. Weekly. The Billboard Pub. Co., 25 Opera Pl., Cincinnati.

BROADCASTING. Weekly. Broadcasting Publications, Inc., 870 National Press Bldg., Washington 4, D. C.

FEDERAL COMMUNICATIONS BAR JOURNAL. Quarterly. Federal Communications Bar Assn., Munsey Bldg., Washington, D. C.

HEINL RADIO BUSINESS LETTER. Semi-weekly. 2400 California St., Washington, D. C.

INTERNATIONAL BROADCASTING UNION MONTHLY BULLETIN. 37, Quai Wilson, Geneva, Switzerland.

JOURNAL OF THE AER. Monthly except May through August. Assn. for Education By Radio, 228 N. LaSalle St., Chicago.

THE LISTENER. Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

LONDON CALLING. Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

NAB REPORTS. Weekly. National Assn. of Broadcasters, 1760 N St., N. W., Washington 6, D. C.

NEWSDIGEST. Monthly. 2900 Tilden St., N. W., Washington, D. C.

PRINTERS' INK. Weekly. Printers' Ink Pub. Co., Inc., 205 E. 42nd St., N. Y.

THE PUBLIC OPINION QUARTERLY. School of Public Affairs, Princeton Univ., Princeton, N. J.

RADIO ADVERTISING RATES AND DATA. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

RADIO AND TELEVISION WEEKLY. Phonograph Publ. Co., Inc., 99 Hudson St., N. Y.

RADIO DAILY. Radio Daily Corp., 1501 Broadway, N. Y.

RADIO MIRROR. Monthly. Macfadden Publications, Inc., 205 E. 42nd St., N. Y.

RADIO & TELEVISION RETAILING. Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

RADIO SHOWMANSHIP. Monthly. Showmanship Publications, 1004 Marquette, Minneapolis, Minn.

RADIO-TELEVISION JOURNAL. Monthly. Kolbe Publications, Inc., 1270 Sixth Ave., N. Y.

RADIO TIMES. Weekly. British Broadcasting Corp., Broadcasting House, London, W. 1.

SALES MANAGEMENT. Semi-monthly. Sales Management, Inc., 386 Fourth Ave., N. Y.

TELEVISER. Quarterly. The Television Workshop of N. Y., 11 W. 42nd St., N. Y. 18.

TIDE. Semi-monthly. Tide Publishing Co., Inc., 232 Madison Ave., N. Y.

TUNE IN. Monthly. D. S. Publishing Co., Inc., 30 Rockefeller Plaza, N. Y.

VARIETY. Weekly. Variety, Inc., 154 W. 46th St., N. Y.

WESTERN ADVERTISING. Monthly. Ramsey Oppenheim Publications, 564 Market St., San Francisco.

TECHNICAL

BROADCAST NEWS. Radio Corp. of America, Camden, N. J.

BUFFER. Monthly. Fred U. Wamble, P. O. Box 1176, Missoula, Mont.

COMMUNICATIONS. Monthly. Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.

ELECTRONIC ENGINEERING. Monthly. 43-44 Shoe Lane, London, E. C. 4.

ELECTRONIC INDUSTRIES. Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

ELECTRONICS. Monthly. McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., N. Y.

FM AND TELEVISION. Monthly. FM Co., 240 Madison Ave., N. Y.

PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Monthly. Inst. of Radio Engineers, Inc., 330 W. 42nd St., N. Y.

QST. Monthly. American Radio Relay League, Inc., 38 LaSalle Rd., West Hartford, Conn.

RADIO. Monthly. Radio Magazines, Inc., 342 Madison Ave., N. Y.

RADIO NEWS. (Radio-Electronic Engineering Edition). Monthly. Ziff-Davis Pub. Co., 540 N. Michigan Ave., Chicago.

RADIO SERVICE-DEALER. Monthly. Cowan Pub. Corp., 342 Madison Ave., N. Y.

RADIO-CRAFT. Monthly. Radcraft Publications, Inc., 25 W. Broadway, N. Y.

TELEVISION. Monthly. Frederick Kugel Co., 153 W. 23rd St., N. Y. 11.

WIRELESS ENGINEER. Monthly. Iliffe & Sons Ltd., Dorset House, Stamford St., London, S. E. 1.

WIRELESS WORLD. Monthly. Iliffe & Sons, Ltd., Dorset House, Stamford St., London, S. E. 1.

SERVICES RELATED TO THE BUSINESS OF BROADCASTING

ADVERTISING AND TRADE ASSOCIATIONS

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York City 18. Telephone: Bryant 9-0430. Officers: Bruce Barton, chairman of board; J. M. Dawson, president; Earle Pearson, general manager.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York. Telephone: Lexington 2-7980. Officers: Frederic R. Gamble, president; Allen L. Billingsley, Fuller, Smith & Ross, Cleveland, chairman of the board; Richard Compton, Compton Advertising, New York, vice-chairman; John L. Anderson, McCann-Erickson, New York, secretary-treasurer. *Radio Broadcasting Committee:* A. K. Spencer, J. Walter Thompson Co., New York, chairman; Joseph Katz, The Joseph Katz Co., Baltimore; Arthur Pryor Jr., BBDO, New York; R. J. Scott, Schwimmer & Scott, Chicago; Chas. T. Ayres, Ruthrauff & Ryan, New York; L. T. Bush, Compton Advertising, New York; Walter Craig, Benton & Bowles, New York; T. F. Harrington, Ted Bates Inc., New York; Myron P. Kirk, Arthur Kudner Inc., New York; Dwight Mills, Kenyon & Eckhardt, New York; Lawrence L. Shenfield, Doherty, Clifford & Shenfield, New York; Mac Wilkins, Mac Wilkins & Cole & Weber, Portland, Ore.; C. Burt Oliver, Foote, Cone & Belding, Hollywood; Harlow P. Roberts, Goodkind, Joice & Morgan, Chicago. *Subcommittee, Radio Time Buyers:* Carlos Franco, Young & Rubicam, New York, chairman; Charles T. Ayres, Ruthrauff & Ryan, New York; Murray Carpenter, Compton Advertising, New York; Gordon Mills, Arthur Kudner Inc., New York; Linnea Nelson, J. Walter Thompson Co., New York; Helen Wilbur, Doherty, Clifford & Shenfield, New York; Frank Palmer, Kenyon & Eckhardt, New York; R. Van Norstrand, Benton & Bowles, New York.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—370 Lexington Ave., New York 17. Telephone: Caledonia 5-2000. Officers: Linwood I. Noyes, president; William G. Chandler, vice-president; Norman Chandler, secretary; Edwin S. Friendly, treasurer; Cranston Williams, general manager. Branch offices: 360 N. Michigan Ave., Chicago 1. Telephone: Franklin 3746. George N. Dale, manager.

ASSOCIATION OF CANADIAN ADVERTISERS Inc.—85 Richmond St. W., Toronto 1, Ont. Telephone: Adelaide 8047. Officers: H. E. Stephenson, president; H. J. G. Jackson, L. E. Phenner, N. B. Powter, George S. Bertram, vice-presidents; J. P. Lyons, treasurer; Athol McQuarrie, managing director. Directors: D. E. Bankart, C. W. Chamberlin, R. L. Sperber, George Stineback, H. T. Venning, Lee Trenholm, R. Harold Smyth, A. Usher, Muriel Whitlock.

ASSOCIATION OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York 17. Telephone: Murray Hill 5-9167. Officers: Carleton Healy, Hiram Walker Inc., chairman of the board; J. P. Miller, Pet Milk Sales Corp., vice-chairman; C. C. Carr, Alcoa, vice-chairman; Paul B. West, president; Albert Brown, treasurer; E. T. Batchelder, secretary.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES—320 Bay St., Toronto, Ont. Telephone: Elgin 5351. Officers J. W. Thain, A. McKim Ltd., president; T. L. Anderson, Cockfield-Brown & Co. Ltd., vice-president; Harry M. Tedman, J. J. Gibbons Ltd., treasurer.

CANADIAN FACTS—19 Melinda St., Toronto, Ont. Telephone: Adelaide 2067. John F. Graydon, president; Ethel O. Colwell, vice-president.

FINANCIAL ADVERTISERS ASSOCIATION—231 South LaSalle St., Chicago 4, Telephone: State 5547. President: J. Lewell Lafferty; Executive Vice-President: Preston E. Reed.

NATIONAL RETAIL DRY GOODS ASSN.—101 W. 31st St., New York 1. Telephone: Pennsylvania 6-2155. Officers: Lew Hahn, general manager and treasurer; Edward N. Allen, president; Llewellyn Harries, manager, sales promition div. Branch: Washington, D. C., Munsey Building.

PACIFIC ADVERTISING ASSOCIATION—Monadnock Bldg., San Francisco 5. Telephone: Garfield 6868. Officers: George Weber, president; Charles W. Collier, managing director; Lela M. Huey, executive secretary.

PREMIUM ADVERTISING ASSOCIATION OF AMERICA—500 Fifth Ave., New York. Telephone: Bryant 9-6990. President: Wm. L. Sweet. Secretary: Howard W. Dunk.

THE PROPRIETARY ASSOCIATION OF AMERICA—810 18th St., N. W., Washington 6, D. C. Telephone: National 1914. Officials: Dr. Frederick J. Cullen, Washington, executive vice-president; James Hill Jr., Sterling Drug Inc., New York, president; Charles P. Tyrrell, secretary-treasurer.

WAR ADVERTISING COUNCIL Inc.—11 W. 42nd St., New York 18. Telephone: Bryant 9-3641. Officers: Harold B. Thomas, chairman; Paul B. West, vice-chairman; William Reydel, vice-chairman; Kerwin H. Fulton, vice-chairman; Frederic R. Gamble, secretary-treasurer; Theodore S. Repplier, executive director.

CONSULTING RADIO ENGINEERS

ANDREW Co.—363 E. 75th St., Chicago 19. Telephone: Triangle 4400. Officers: Victor J. Andrew, partner and manager; C. Russell Cox, chief engineer; Walter Kean, field engineer.

STUART L. BAILEY—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associate: C. M. Jansky Jr.

JOHN H. BARRON—Earle Bldg., Washington 4, D. C. Telephone: National 7757.

WILLIAM W. L. BURNETT—William W. L. Burnett Radio Laboratory, 4814 Idaho St., San Diego, Cal. Telephone: Talbot 4943.

COMMERCIAL RADIO EQUIPMENT Co.—Eastern Office: International Bldg., Washington 4, D. C. Telephone: District 1319. Everett L. Dillard, general manager; Kenneth M. Hollingworth, assoc. engineer. Mid-West Offices: Porter Bldg., Kansas City, Mo. Telephone: Logan 8821. Robert F. Wolfskill, manager; Milton W. Woodward, chief engineer; C. O. Simmons, Orren Nigh, Earl Chamberlin, Harry Bown, G. L. Curtis, assoc. engineers. West Coast Office: 1584 Cross-Roads-of-the-World, Hollywood 28, Cal. George Taffeau, manager.

A. EARL CULLUM Jr.—Highland Park Village, Dallas 5, Tex. Telephone: Lakeside 2352. Associates: C. M. Daniell, D. A. Peterson.

GEORGE C. DAVIS—Munsey Bldg., Washington 4, D. C. Telephone: District 8456.

DOOLITTLE RADIO Inc.—7421 S. Loomis Blvd., Chicago 36, Ill. Telephone: Radcliffe 4100. Officials: E. M. Doolittle, president; G. W. Loreng, vice-president; Dudley Gray, vice-president and chief engineer.

A. JAMES EBEL—1113 W. Washington St., Champaign, Ill. Telephone: 9071. (AM-FM consultant.)

RALPH P. GLOVER—1024 Superior St., Oak Park, Ill.

PAUL F. GODLEY—10 Marion Road, Montclair, N. J. Telephone: Montclair 2-7859.

DR. ALFRED N. GOLDSMITH—597 Fifth Ave., New York 17. Telephone: Plaza 3-4150.

JOHN V. L. HOGAN—730 Fifth Ave., New York 19. Telephone: Columbus 5-5536. Associates: R. W. Bristol, Wilson Aull Jr., Murray E. Tucker.

FREDERICK S. HOWES, PH.D.—McGill Univ. Engineering Bldg., Montreal, Que., Canada.

C. M. JANSKY Jr.—Jansky & Bailey, National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 5411. Partner: Stuart L. Bailey.

WALTER F. KEAN—114 Northgate Rd., Riverside, Ill.

FRANK G. KEAR—Albee Bldg., Washington, D. C. Telephone: Republic 1951.

ROBERT L. KENNEDY—Albee Bldg., Washington, D. C. Telephone: Republic 1951.

WORTHINGTON C. LENT—1319 F St. N.W., Washington, D. C. Telephone District 4127.

LOHNES & CULVER—Munsey Bldg., Washington 4, D. C. Telephone: District 8215. George M. Lohnes and Ronald H. Culver.

MAY, BOND & ROTHROCK—National Press Bldg., Washington 4, D. C. Telephone: District 7362.

FRANK H. McINTOSH—Shoreham Bldg. Telephone: Metropolitan 4477.

McNARY & WRATHALL—National Press Bldg., Washington 4, D. C. Telephone: District 1205.

ANDREW D. RING—Ring & Clark, Munsey Bldg., Washington 4, D. C. Telephone: Republic 2347. (R. L. Clark on leave for military service).

HECTOR R. SKIFTER—St. Paul, Minn. Telephone: Garfield 5511. Hector R. Skifter, Donald M. Miller.

LT. COL. W. ARTHUR STEEL—63 Sparks St., Ottawa, Ont., Canada. Telephone: 3-9617.

WASHINGTON INSTITUTE OF TECHNOLOGY—5005 Calvert Rd., College Park, Md. Telephone: Warfield 9000.

NATHAN WILLIAMS—150 High St., Oshkosh, Wis. Telephone: Oshkosh 548.

RAYMOND M. WILMOTTE—1469 Church St. N. W., Washington 5, D. C. Telephone Decatur 1231.

HERBERT L. WILSON ASSOC.—991 Broad St., Bridgeport, Conn. Capt. Garo W. Ray, manager. (Maj. Wilson on leave.)

WOODWARD & KEEL—Earle Bldg., Washington 4, D. C. Telephone: National 6513.

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COMMERCIAL RADIO EQUIPMENT Co. (Frequency measurements made from Kansas City and Hollywood offices.)—321 E. Gregory Blvd., Kansas City 5, Mo. Telephone: Jackson 5302. Engineers in charge of frequency measurements: Earl Chamberlin (day); Harry Bown (night). 1584 Cross-Roads-of-the-World, Hollywood 28, Cal. George Taffeau, manager. Eastern Office: International Bldg., Washington 4, D. C. Everett L. Dillard, general manager. Telephone: District 1319.

DOOLITTLE RADIO Inc.—7421 Loomis Blvd., Chicago 36. T phone: Radcliffe 4100. President E Doolittle Vice-President: G. Lorenz; Vice-President and Chief gineer: Dudley Gray.

RCA COMMUNICATIONS Inc.— Broad St., New York 4. Teleph Hanover 2-1829. Vice-President General Manager: T. H. Mitc Commercial Manager: Louis de tari. Branch: Riverhead, L. I., N. telephone, 2290; manager, E. Rundquist. Branch: San Francis Cal.; telephone, Garfield 4200; ager, N. R. Cherrigan.

VAN NOSTRAND RADIO EN NEERING SERVICE—339 Le Terrace, N. E., Atlanta, Ga. T phone: Dearborn 4774. (Freque measurement service.)

WASHINGTON INSTITUTE TECHNOLOGY—5005 Calvert College Park, Md. Telephone: W field 9000. General Manager: Ge L. Davies; Supervisor, freque monitoring section: J. W. Hu Director Engineering Division: C Knudson.

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(*Continued on page 442*)

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CANADIAN FACTS—19 Melinda St., Toronto, Ontario. Telephone: Adelaide 2067. General Manager: J. F. Graydon. Vice-President: Mrs. N. P. Colwell. Director of Personnel: Mrs. G. A. Case. Chief Statistician: J. F. Graydon.

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COOPERATIVE ANALYSIS OF BROADCASTING (CAB) — 11 W. 42nd St., New York 18. Telephone: Longacre 3-5500. Officers: A. W. Lehman, president; George H. Allen, manager and secretary; D. P. Smelzer, chairman; G. H. Gallup, treasurer. Other committee board members: For ANA: D. P. Smelzer, Robert B. Brown, John Bogert. For AAAA: L. D. H. Weld, Ben Duffy. (Nonprofit mutual organization operated by a governing committee of the Association of National Advertisers and American Association of Advertising Agencies to supply data on size of audience of network programs.)

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ELLIOTT-HAYNES Ltd.—25 King St., Toronto, Ont. Telephone: Adelaide 8464. Walter E. Elliott, president; W. Paul Haynes, Dr. Matthew N. Chappell, vice-presidents; E. R. Comte, treasurer; J. Myles Leckie, secretary. Branch: Sun Life Bldg., Montreal. Telephone: Plateau 6494. Branch: 51 E. 42nd St., New York.

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FACTS CONSOLIDATED—111 Sutter St., San Francisco. Telephone: Douglas 2445. Principals: Roy S. Frothingham and Dorothy D. Corey. Hollywood Office: 6305 Yucca at Vine. Telephone: Hillside 8159. (Radio telephone surveys & sales & advertising research.)

EDGAR H. FELIX—1127 N. Kentucky St., Arlington, Va. Telephone: Glebe 6198. Entire staff with military or naval services or on technical assignments for the services. L. C. Skipper, chief field engineer; J. Murray, chief statistician.

ALVIN M. GOLDBERG—Brisbane Bldg., Buffalo 3, N. Y.

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York 17. Telephone: Plaza 3-4565. Director: J. E. Graham.

C. E. HOOPER Inc.—10 E. 40th St., New York 16. Telephone: Lexington 2-3000. Officials: C. E. Hooper, president; Fred H. Kenkel, executive vice-president; John C. Whitridge, Jr., vice-president; W. Ward Dorrell, manager, station audience reports; Dorothy M. Behrens, manager, radio program reports; Edythe F. Bull, manager, special surveys; W. S. Herrington, manager, radio station area dept.; Dr. Matthew N. Chappell, research consultant. Branch: Equitable Bldg., Hollywood 28. Telephone: Hollywood 3553. Ruth Arnold, manager.

HOOPER-HOLMES BUREAU Inc.—102 Maiden Lane, New York 5. Telephone: Whitehall 3-9700. Director of Market Research: William Henry. (78 branch offices; for addresses, consult local telephone directories.)

INDUSTRIES COUNSEL ASSOC.—280 Madison Ave., New York. Rupert S. Stern, president; Leon Loeb, Waldo Schraubstader, vice-presidents; Jean Stewart, secretary-treasurer; Jeanne E. Ritzen, executive secretary. (Market & product research.)

INDUSTRIAL SURVEYS Co., Inc.—347 Madison Ave., New York 17. Telephone: Murray Hill 3-0690. Officials: Samuel G. Barton, president: Henry C. Trainor, secretary-treasurer; Jean L. Stewart, asst. research director; Branch: 75 E. Wacker Drive, Chicago 4. Telephone: Wabash 3363. Manager: Stanley Womer, vice-president.

RICHARD MANVILLE—1 E. 42nd St., New York 17. Telephone: Murray Hill 2-5568. (consultant on mass response).

MARKET RESEARCH COMPANY OF AMERICA—444 Madison Ave., New York City 22. Telephone: Plaza 3-8920. Staff: Percival White, Pauline Arnold, Matilda White.

MARKET RESEARCH OF CLEVELAND—1220 Huron Rd., Cleveland, O. Telephone: Main 0186. Albert E. Strass, director. (Radio research for midwest stations, advertisers and agencies.)

McKINSEY & Co. (Management consultants)—60 E. 42nd St., New York 17. Telephone: Vanderbilt 6-5280. Partners and principals: H. G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, H. A. Roddick, A. E. Werolin, J. E. Walters, Gerald L. Murphy. Boston Branch—75 Federal St. Telephone: Hubbard 0620; partner. Stanley Balmer; Principal: Arthur Caruso. Pacific Coast Office: 235 Montgomery St., San Francisco. Telephone: Garfield 3638. Manager: L. Edward Scriven.

ROBERT N. McMURRY & Co.—322 So. Michigan Ave., Chicago. Telephone: Wabash 3880. Robert N. McMurry, president.

MEDIA RECORDS Inc.—354 Fourth Ave., New York 10. Telephone: Murray Hill 5-9376. President: P. L. Carty. Branches: 174 E. Long St., Columbus 15, Ohio. Telephone: Main 3526. Manager, Frances Davis; 400 W. Madison St., Chicago 6. Telephone: Andover 5683. Manager, Andrew Smigiel; 25 Kearny St., San Francisco 8. Telephone: Garfield 4989. Manager, E. J. Raleigh.

MOFFETT RESEARCH BUREAU—6253 Hollywood Blvd., Hollywood 28. Telephone: Hempstead 6372. Jessie Locke Moffett, owner.

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OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Telephone: 1675. Officers: Dr. Claude Robinson, president; Dilman M. K. Smith and Harold D. Read, vice-presidents. New York Office: 10 Rockefeller Plaza. Telephone: Circle 5-5977.

PARR RESEARCH SERVICES — 210 Post, San Francisco. Telephone: Douglas 5300. Officials: Alice Thompson, librarian; Steven Anderson, assistant librarian, Charles MacDonald, field supervisor; Dorothy Parker, special services.

THE PSYCHOLOGICAL CORPORATION—522 Fifth Ave., New York. Telephone: Murray Hill 2-2145. Officials: Walter R. Miles, president; Paul S. Achilles, vice-president and general manager; Henry C. Link, vice-president and treasurer; Albert D. Freiberg, secretary.

THE PULSE Inc.—500 Fifth Ave., New York 18. Telephone: Lackawana 4-8305. Radio Research organization for the New York area. Director: Dr. Sydney Roslow; Manager: David Klein; Ass't. Director: Nelle Kelly.

RESEARCH CO. OF AMERICA—341 Madison Ave., New York 17. Telephone: Murray Hill 4-0075. General Manager: A. Edwin Fein; A. T. Robinson, field director.

ELMO ROPER — 30 Rockefeller Plaza, New York 20. Telephone: Circle 6-7164. Associates: Robert Williams, Carolyn Crusius.

ROSS FEDERAL RESEARCH CORP.—18 E. 48th St., New York 17. Telephone: Plaza 3-6500. Officials: H. A. Ross, president; D. A. Ross, vice-president and general manager; C. B. Ross, vice-president; F. X. Miske, secretary.

STEWART, BROWN & ASSOCIATES—30 Rockefeller Plaza, New York 20. Telephone: Circle 5-7920. Managing Partners: Paul W. Stewart, Lyndon O. Brown, Arthur B. Dougall, Paul W. Atwood, Johanna B. Cooke. Senior Research Associates: R. C. Allen, A. J. Amos, D. M. Charlier, P. H. Crane, M E. Greer, D. E. Miller.

SURVEYS Inc.—9 Rockefeller Plaza, New York 20. Telephone: Circle 6-9029. Otis T. Wingo Jr., president; C. P. Judd, director of survey operations. Branch: Defense Bldg., Washington 6, D. C. Telephone: Executive 0941.

THE TRAFFIC AUDIT BUREAU Inc.—60 E. 42nd St., New York 17. Telephone: Vanderbilt 6-5860. Officers: John Paver, managing director; Henry M. Stevens, J. Walter Thompson Co., New York, president; Albert Brown, Best Foods, Inc., New York, vice-president; Kerwin H. Fulton, Outdoor Adv. Inc., New York, secretary-treasurer.

FRANK WRIGHT—681 Market St., San Francisco. Telephone: Exbrook 3883.

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AUDIT BUREAU OF CIRCULATIONS—165 W. Wacker Drive, Chicago 1. Telephone: Central 7994. Managing Director: James N. Shryock. Branch: 330 W. 42nd St., New York 18; telephone, Medallion 3-232 manager, William F. Hoffman (Newspaper and periodical circulation audit service.)

MERLIN H. AYLESWORTH— Rockefeller Plaza, New York 20. Telephone: Circle 6-2535.

BELL TELEPHONE LABORATORIES—463 West St., New York Telephone: Chelsea 3-1000. Development and engineering of broadcast equipment. O. E. Buckley, president; M. J. Kelly, executive vice-president; D. A. Quarles, director of apparatus development; M. H. Cook and O. M. Glunt, directors of specialty and commercial products development; R. E. Poole, radio telephone engineer.

BROADCASTERS PROMOTION SERVICE—Atlantic City, N. J. Telephone: 4-1957. James Dooley, business manager. (Specialized promotion service for radio stations.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Telephone: National 7846. (Consultant on FCC procedural, regulatory and technical matters.)

CHURCHILL ENGINEERING Corp.—56 W. 45th St., New York 19. Telephone: Murray Hill 2-0178 Officials: R. T. Bacher, president; Paul K. Horst, Harry W. Acton, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

CONTROLLED CIRCULATION AUDIT Inc.—420 Lexington Ave. New York. Telephone: Mohawk 4-6381. Officials: Frank L. Avery, managing director; R. B. Brown, president; O. S. Tyson, vice-president; Preston Beil, secretary; A. J. Millard, treasurer. (Auditing, circulation of business publications.)

DAVID DARREN—General Consultant, 326 Pennsylvania Ave., S. E. Washington 3, D. C. Telephone: Franklin 1206.

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42nd St., New York 17. Telephone: Vanderbilt 6-1479. Officials: Howard Korman, McCann-Erickson, president; Edward N. Mayer Jr., Jas. Gray Inc., and R. M. Barbour, Saturday Night Press, vice-presidents; Donald Macaulay, S. D. Warren Co., secretary-treasurer; Jane L. Bell, executive manager.

REUBEN H. DONNELLEY CORP.—350 E. Cermak Rd., Chicago 16. Telephone: Victory 3232. Officers: Raymond M. Gunnison, president. Thomas E. Donnelley, chairman of board; Clarence O. Lillyblade, vice-president; Thorne Donnelley, vice-president (on leave, U. S. Navy); David L. Harrington, vice-president; Harry W. Warner, treasurer; William J. Clark, secretary. Branch offices: 305 E. 45th St., New York 17. Telephone: Murray Hill 4-7000. Manager: R. M. Gunnison. 401 N. Broad, Philadelphia 8. Telephone: Walnut 2434. Manager: A. H. Bamforth. 209 W. Seventh St., Cincinnati 2. Telephone: Parkway 2570, Manager: F. D. Inglis (Radio contest judging; publishers, telephone directories; premium mailing; packaging, etc.)

VINCENT EDWARDS & Co.—342 Madison Ave., New York. Telephone: Vanderbilt 6-3021. President: V. Edward Borges. (Advertising mat and idea syndicate service.)

FOOD - DRUG - COSMETIC REPORTS—National Press Bldg., Washington 4, D. C. Telephone: Metropolitan 0606. Editor: Wallace F. Janssen. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

INTERCOLLEGIATE BROADCASTING SYSTEM Inc.—507 Fifth Ave., New York 17. Telephone: Vanderbilt 6-6075. Executives: George Abraham, chairman; Louis M. Block Jr., business manager; David Borst, technical manager; Harriette Slote, program director.

(*Continued on page 444*)

"Here we are again"!

These words, the circus-day greeting of the traditional talking clown of a century ago, have lost none of their enthusiasm; indeed they have gained new meaning in 1945.

Tested by the exigencies of the times and by hardships that troupers long ago learned to accept as facts-of-life in show business, the Big One proudly points its wagon tongues toward the open road and sends its agents out again among the loyal friends of the Circus—the Men and Women of Radio.

There are only two days in circus business: today and tomorrow. Soon the bright banners will be flying on the halyards of a new, flameproof big top. The band tempo is circus galop-time and the brass is wide open. And the echo of the old-time clown comes shouting up the corridors of a hundred years. . . .

"Here we are again"!

RINGLING BROS. and BARNUM & BAILEY

Publicity Dept.

Bev. Kelley . . . Frank Morrissey . . . Allen J. Lester . . . Bill Fields . . . Frank W. Braden . . . Bernard Head

(*Continued from page 442*)

INTERNATIONAL EVENTS—159 E. Chicago Ave., Chicago 11. Telephone: Superior 2441. David Gottlieb, manager (newspicture publicity service).

GEORGE McKITTRICK & Co.—108 Fulton St., New York 7. Telephone: Barclay 7-4828. Branch: 185 No. Wabash Ave., Chicago 1. Telephone: State 8911. (Publishes McKittrick's Directory of Advertisers and Agencies.)

EDWIN CLAUDE MILLS — 630 Fifth Ave., New York. Telephone: Circle 6-7148. (Consultant on commercial use of copyright musical works.)

MUZAK Corp.—229 Fourth Ave., New York 3. Telephone: Algonquin 4-3300. Clinton M. Finney, president. (Production and transmission of musical and other programs over wires and other guiding structures.)

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Telephone: Murray Hill 6-3535. Officials: Ray Clayberger, president; Edward L. Greene, general manager; Phillips Wyman, vice-president.

NATIONAL FOUNDATION FOR INFANTILE PARALYSIS — 120 Broadway, New York 5. Director of radio: Howard J. London. (Medical research and social welfare.)

NATIONAL REGISTER PUBLISHING Co. Inc.—330 W. 42nd St., New York 18. Telephone: Medallion 3-5850. President and treasurer: R. W. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

NATIONAL RESEARCH BUREAU Inc.—415 North Dearborn St., Chicago 10. Telephone: Superior 5080. (Merchandising and advertising ideas for radio stations.)

PUBLISHERS' INFORMATION BUREAU Inc. (PIB)—National Advertising Records, 31 E. 10th St., New York 3. Telephone: Stuyvesant 9-7334. Officials: Anne R. Edgerly, president; Sarah E. Barnes, vice-president; Mae B. Irving, treasurer-secretary. Branch: 333 N. Michigan Ave., Chicago. Telephone: Randolph 3442. A. J. Crane, manager.

RADIO REPORTS. Inc.—220 E. 42nd St., New York 17. Telephone: Murray Hill 2-6406. Edward F. Loomis, president; P. R. Rieber, editor. Branch: 617 S. Olive St., Los Angeles 14. Manager: Miss Dixie Wilkinson. (Recording and digesting radio news and comments.)

ROBINSON'S RADIO RECKONER—19 W. 44th St., New York. (Per listener-cost studies for spot users.)

SOUNDSCRIPT REPORTERS Inc.—17 E. 42nd St., New York 17. Telephone: Murray Hill 2-5092. Officers: Calvin Truesdale, president; D. M. Baker, secretary. (Reporting by means of electronic recordings.)

TELECOMMUNICATIONS REPORTS Inc.—National Press Bldg., Washington 4. D. C. Telephone: District 2678. Editor: Roland Davies. (Communications industry news service.)

TRADE-WAYS Inc.—285 Madison Ave., New York. Telephone: Ashland 4-1363. Officials: William H. Lough, president and treasurer; James E. Lough, secretary. (Marketing counsellors.)

UNITED NATIONS INFORMATION OFFICE—610 Fifth Ave., New York 20. Telephone: Circle 5-8060. Information about all United Nations for use by radio stations. Subject matter and background for radio programs and program ideas. Broadcasting Division: John H. Macdonell.

WESTINGHOUSE RADIO STATIONS Inc.—1619 Walnut St., Philadelphia 3. Telephone: Rittenhouse 6870. Operating WBZ, Boston; WBZA, Springfield, Mass.; WBOS, Boston; KDKA, Pittsburgh; KYW, Philadelphia; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore. A subsidiary of Westinghouse Electric & Manufacturing Co. Officials: Walter C. Evans, vice-president; Lee B. Wailes, general manager; B. A. McDonald, sales manager; W. B. McGill, advertising manager; D. A. Myer, engineering manager; Gordon Hawkins, program and educational director; F. A. Logue, auditor; F. P. Nelson, shortwave and television dept.

CLIFFORD YEWDALL—350 Fifth Ave., New York. Telephone: Pennsylvania 6-7861. Branch: Lincoln, Neb., Steuart Bldg., telephone: B 3135. (Accountant specializing in radio.)

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